

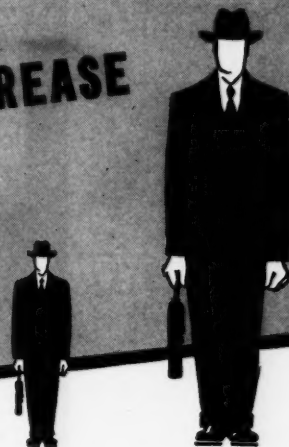
# The NATIONAL UNDERWRITER

*Life Insurance Edition*

10917  
9

**IN ONE YEAR  
A 275% ENROLLMENT INCREASE**

**In Mutual Life's Training Program  
for Field Underwriters**



**T**HE MUTUAL LIFE'S TRAINING PROGRAM for Field Underwriters now reports an enrollment of 750, compared with 200 a year ago. Many of the new trainees are former servicemen, as this Program has been approved under the G. I. Bill of Rights.

Its popularity both among newcomers to the field and among our experienced representatives stems from its insistence on a practical approach. Carefully screened trainees are given expert guidance through a schedule that balances study with actual field practice. Every phase of the Program is keyed to the principle that training means the acquisition of knowledge *plus* the building of successful selling habits and skills.

## **5** *Highpoint Characteristics of Our Training Program:*

**SELECTIVE**—It enrolls only those who show natural aptitudes for the business, retains only those who live up to strict standards of performance.

**THOROUGH**—Through weekly reports, reviewed at the Home Office, it requires the study of prescribed texts and the formation of productive work habits.

**PRACTICAL**—It sets a minimum quota of production on commission or salary plus commission, so that textbook knowledge is tested and applied.

**COMPREHENSIVE**—The 6 sections of the Program range from an extended basic course to advanced courses in tax and business insurance, with a 3-to 5-day school at the conclusion of each section for discussion and personal contact with training officers.

**CAREFULLY SUPERVISED**—It is planned and administered by men chosen for their demonstrated "know-how" in field selling.

The Mutual Life's Training Program has been proved by the subsequent records of men holding its 3 diplomas. And by thus preparing an increasing number of men for the responsibilities of life insurance salesmanship as a career, the Training Division is making a contribution to the industry as a whole.

*Our 2nd Century of Service*

**THE MUTUAL LIFE**

INSURANCE COMPANY of NEW YORK

*"First in America"*

34 NASSAU STREET



Lewis W. Douglas, President

NEW YORK 5, N. Y.

**FRIDAY, JULY 5, 1946**



They look at things differently—  
including buying insurance. Women best see how  
insurance can benefit them when you talk about  
policies and protection in women's words, in—

LADIES' HOME *Journal*  
THE MAGAZINE WOMEN BELIEVE IN



## Dr. Huebner Urges Rate Credits for Periodic Checkups

**Makes Other Forecasts  
in His Lecture at  
C.L.U. Institute**

STORRS, CONN.—A return to selling total and permanent disability insurance, ownership of stocks of the better grade, ownership and management of real estate, greater emphasis on annuities, and a rate differential for taking periodical physical checkups were urged on the life insurance business by Dr. S. S. Huebner, president of the American College of Life Underwriters and professor of insurance at the University of Pennsylvania, in his lecture which concluded the first Chartered Life Underwriters Institute, held at the University of Connecticut.

Dr. Huebner predicted that the time would soon come when the agent would not look upon himself as being paid for selling of life insurance but rather would consider the selling incidental to the service rendered the client. He pointed out that doctors and lawyers have to "sell" their services or they would not get far, but that they do not charge for selling but only for their services. He urged the class "not to make the art of selling your shrine."

### Urges Return to Disability

Of disability insurance Dr. Huebner said it doesn't belong to the accident and health business but is life insurance, for total and permanent disability is a living death, the worst death there is. It has to be underwritten, however, he said, indicating that failure to underwrite properly was what caused the tremendous losses and consequent withdrawal and tightening up in the disability field.

"If life companies won't do it," he said, "they will have kicked the door open to the government for that line of business. The day of 'take it or leave it' is over. Executives must be forward looking, take a few chances, and do those things the public absolutely needs." These needs, he said, will change from time to time.

As to stock ownership, he thought 20% of assets would be about right. He said it was better for the American public to own stocks through life insurance than the way they are doing it direct. Life insurance losses wouldn't amount to one-tenth of 1%, he said.

Life companies should be allowed to invest in real estate, he said, because of the way that portfolios are growing. Also real estate has always been the most profitable part of insurance company portfolios in other countries.

Life company executives might not like his stress on the need for expanding annuity business and other investment aspects of life insurance, he conceded but said annuities are coming into more general use as the new concept of relations between parents and children becomes more widely accepted. This means that children will no longer expect their parents to leave them an estate but will realize that the parents should provide for their own retirement years through annuities.

Next to the annuity concept is the concept of life insurance as analogous to

## First C.L.U. Institute Surpasses Expectations

By **ROBERT B. MITCHELL**

STORRS, CONN.—Successful beyond even its ambitious expectations, the first Chartered Life Underwriter Institute concluded its intensive two-week course here at the University of Connecticut. The students' enthusiasm for the institute and what they had got from it bodes well for the future of such courses and their spread to other sections of the country as well.

Here 38 men and women took the time—and for many it meant passing up opportunities to write business—in order to enhance their already high capacity to serve their clients and the life insurance business in accordance with C.L.U. professional standards. For three hours each morning and two each afternoon, plus an informal two-hour round-table session each evening, they absorbed knowledge and took notes with a concentration and earnestness worthy of a summa cum laude student.

### All Factors for Success

Everything contributed to the success of the institute—the all-star faculty, each member a top-ranking authority in his field; the beautiful rural setting of the university, far from city distractions yet providing the most modern classroom, dormitory and restaurant facilities; the untiring work of Howard H. Cammack, general agent John Hancock, Charleston, W. Va., chairman of the C.L.U. committee on institutes, of Frederick W. Floyd, executive secretary of the American Society of C.L.U., J. P. Williams of Philadelphia, director educational advisory department of the American College of Chartered Life Underwriters, Dean Laurence J. Ackerman of the University of Connecticut School of Business Administration, and Samuel G. McDillan, associate professor of marketing at the university.

Behind this institute lies a basic concept of the C.L.U. movement—that, as

fire insurance, that is, in protecting the non-life insurance elements in a man's estate—elements which would shrink in value or evaporate without the man's presence. If this market were fully covered it alone would double the amount of insurance in force today, he said.

### Bequest Insurance a Large Field

Bequest insurance opens another great avenue of sales, said Dr. Huebner. The rich man has almost disappeared. Institutions which have depended on the wealthy must get their money from the middle class in dribbles. The agent who will sell insurance for bequest purposes will not only sell much business but make many fine acquaintances.

Despite the millions made available by the life insurance industry for research into diseases, Dr. Huebner said the way to help conserve human life is through the pocketbook. He urged the use of a rate differential, giving a lower rate to the policyholder who has periodical physical checkups and submits evidence to that effect. He said that because so many policyholders have insurance in many companies, but not enough in any one company to warrant its paying for a good checkup, Dr. Huebner suggested the formation of a clearing house so that anyone having an aggregate of enough insurance would have the benefit of a thorough checkup. He said unless the examination were a good one it might as well be omitted. Each company would contribute to the cost in proportion to the amount of insurance on the policyholder.

C.L.U. recipients are told at conferment, the designation is only a beginning and the holder of it should dedicate himself to continued study to be able to serve his clients better. Though putting into practice the injunction to study further, the class was by no means a group of theorists. It included several members of the Million Dollar Round Table. All are successful and the average amount of life insurance carried is \$62,000.

### Traylor Named Chairman

The average age of the class was 43½. They had been in the business an average of 18.2 years and had held the C.L.U. designation an average of nine years. So congenial was the group that it set up a permanent organization to perpetuate the first C.L.U. institute as a unit. Fitzhugh Traylor of Indianapolis, Indiana manager of Equitable Society, was elected chairman. He is president of Equitable's C.L.U. association and past president of the Boston C.L.U. chapter, Life Underwriters Association, and General Agents & Managers Association.

Vice-chairman is Sherwood S. Eberth, who has a general insurance agency in New Haven and represents Travelers. He was president of the New Haven Life Underwriters Association in 1944 and was the first chairman of the Connecticut leaders' round table. Miss Mildred E. Ten Brook, brokerage manager and supervisor of the E. J. Dore agency of Berkshire Life in Detroit, was elected secretary. She was the first woman C.L.U. in Michigan and until 1942 the only one. She is immediate past president of the Detroit C.L.U. chapter, of which she was a founder and the first secretary.

### PROVED EYE-OPENER

Not the least valuable part of the institute were the "bull sessions" in various dormitory rooms after the regular sessions were over and the conversations around the breakfast, luncheon and dinner tables. Members of the class were from 17 states and the District of Columbia and the opportunity to learn what C.L.U.s in other sections of the country were thinking was a real eye-opener for many. The ultimate aim of the American Society is to have even more general representation from all regions at future institutes. In this connection it is indicative of the interest engendered that there is already a waiting list for the next one.

Far from tiring the students and making them want to seek diversion, the rather stiff schedule of five lecture hours and two discussion hours seemed only to whet the appetite for talking about questions raised during the class hours. The students never seemed to tire of talking to one another about advanced life insurance problems.

The informality and comradeship was fostered early by a cocktail party in nearby Willimantic preceding the sessions. Everybody was quickly on a first-name basis with everyone else. Quite a few in the class adopted the undergraduate style of wearing T-shirts with "University of Connecticut" stenciled on the front, which they bought at the university store. It helped solve the laundry problem, too.

Taking a tip from the L.I.A.M.A. schools of management, those in charge of the course got everybody in on time by playing phonograph records for about

(CONTINUED ON PAGE 15)

## Penn Mutual Men 400 Strong Hold Rally in Canada

**Enthusiasm High  
at First Educational  
Conference in 5 Years**

Penn Mutual Life held its field educational conference at Manoir Richelieu, Murray Bay, Canada, June 26-July 3. It was the first educational conference in five years and attending were more than 400.

Eric G. Johnson, vice-president, in opening the meeting, presented the two



**John A. Stevenson**



**Eric G. Johnson**

leading producers of 1945, Lowell L. Newman of Fort Wayne, by volume, and Harold E. Pfeffer, New York, by lives.

Mr. Newman, speaking on "Building Prestige," described how he keeps in touch with policyholders. Mr. Pfeffer's subject was "The Feminine Insurance Market" and he told how strong that market is in opportunities for writing salary allotment cases.

A. Gordon Nairn, field supervisor of Life Underwriters Assn. of Canada, spoke on "Public Relations—a Partner." Malcolm Adam, vice-president, spoke on "Insurance Operations."

Arthur F. Priebe, Rockford, made out a strong case for programming as the natural way of selling, one step leading to another in developing all the needs and thereby automatically enlarging production.

August Epp, Wichita, told why so many of his clients are women, most of his sales being based simply on the idea of saving money.

Robert W. McWilliams, Cleveland, emphasized how sales to children easily lead to sales to all the grownups.

C. William Maibucher, Indianapolis, described his method of package selling.

Three Philadelphians, all C.L.U.s—Taylor B. Glading, William F. Lee and Sidney E. Coleman—staged a dramatized presentation of estate planning, acting out a playlet with themselves in the parts of prospect, underwriter and trust officer, the fourth member of the cast being Warner F. Haldeman, associate counsel, who took the part of the attorney.

John A. Stevenson, president, gave an address on "Mobilize for Action." His talk was illustrated with a series of giant charts analyzing the wartime insurance production in break-downs by adults, women and children and also the ratio by agencies, size and types of insurance.

On the third day Thomas A. Jovick, San Francisco, explained how NSLI serves the agent, and explaining why the

(CONTINUED ON PAGE 15)

## Prudential Debit Men Get Generous Retirement Plan

**Costs \$12 Million to Set Up and \$4 Million Annually**

NEW YORK — A retirement plan which will provide an average retirement income of about \$3,000 a year at age 65 for industrial agents with a nominal span of employment is the outstanding feature of the new agreement between Prudential and United Office & Professional Workers of America, CIO, which has just been ratified by the membership. It applies to all Prudential industrial agents, numbering about 14,000.

The retirement plan will cost the company about \$12 million to set up and \$4 million a year to maintain. The reserves from the existing pension plan will take care of a substantial portion of the liability for past services, but this figure is not included in the \$12 million.

An employee leaving the company can always take his contribution plus 2%. A vesting provision provides a deferred annuity in case of withdrawal after 10 years service.

The plan calls for retirement at age 65 and no continuation in service after that date will be permitted except in very unusual circumstances and by special agreement between the company and the employee. Under the plan, the agent will contribute 2.6% of the first \$3,000. However, in Canada, where social security does not provide retirement benefits, the contribution is 4% on all earnings.

The agent will be credited with a paid-up annuity, commencing at age 65, equal to one-half of his contributions. Earnings include all commissions on industrial, ordinary and intermediate business, plus collection salary. For example, an agent earning \$6,000 a year would be credited with a \$99 paid up annuity. If he worked 30 years at this rate before reaching age 65 he would get almost \$3,000 in pension.

### May Retire Before Age 65

The company, at its option, may retire any agent within five years prior to age 65 or an agent may retire at his own request any time within 10 years prior to age 65, the annual rate of annuity in each case being reduced to the actuarial equivalent of the accrued normal retirement annuity. It is estimated that on the average the employee retiring at age 60 would receive about 70% of what he would have received at age 65.

Disability benefits are available after 10 years of service. They are on a liberal basis and increase with the agent's length of service.

The death benefit before retirement is the agent's contributions with 2% interest. After retirement it is the above death benefit less payments received or 12 times the monthly rate of payment of normal retirement annuity, whichever is greater.

If an agent leaves the company after 10 years of service a deferred annuity starting at the normal retirement date is given, based on the amount of normal retirement annuity accrued to date. This gives such an employee a vested right in the contributions of the company up to the date he leaves. In lieu of annuity the agent may receive his contributions plus 2% interest or arrange to have annuity payments at a reduced rate actu-

arially equivalent to the normal retirement annuity commence at any time within 10 years prior to his normal retirement date.

By taking a reduced annuity on his own life an agent may, subject to certain restrictions, have this reduced annuity continued to his wife or other designated dependent after his death.

No free group insurance will be provided except for those who already have it but the contributory group plan will continue as at present except that the rate of contribution will be 60 cents a month instead of 65, while the mortality dividend will be eliminated. At normal retirement date the insurance will be reduced to \$1,000 and no further contributions will be required from the agent. He will have the usual conversion privileges. The plan becomes effective Jan. 1, 1947.

Reserves under the existing non-contributory retirement plan, which will be used to help take care of accrued liability, will be progressively vested in agents now covered by the plan. Vesting will be at the rate of 10% a year for the next 10 years.

The contract was ratified by the union's membership with opposition from only three locals. Opposition was due to a desire to get a substantial raise in pay instead of the more generous retirement benefits. The union bargaining committee had asked for both the pay raise and the retirement benefits. No general raise was given, though the minimum collection commission for industrial and intermediate was raised from \$18 to \$27 a week. This affected about 500 of the smaller debits.

### Eliminate First Year Lapses

Other features of the new agreement, which runs for two years and three months, are elimination of first-year lapses, from conservation commission calculations; payment of full first-year ordinary commissions to agents who leave the company, as against the former practice of withholding fractional premiums paid after an agent left; arbitration of all discharges before the American Arbitration Assn.; reinstatement rights for agents who resign to take full-time positions with the union; proportionate vacation pay for any agent who leaves the company before receiving his current vacation; right to apply for open debits to be extended to agents with less than five years service and inclusion in unopened debits or debits opened by transfer. The right to be given a better debit goes by seniority and has been limited to those with at least five years service.

### Modified Form of Union Shop

The contract provides for a modified form of union shop under which each non-union agent within 17 days of signing his agents contract, must inform the company in writing that he objects to belonging to the union. Otherwise he is considered as a member and his dues are deducted from his pay and turned over to the union.

Another point to which the union attached much importance was the company's agreeing to send to all its industrial agents letters stating that the union has done a constructive job and has added to the stability of the company and that dealing with the union has been an advantage not only to the agent but to the company. It is the first time that any life company has gone on record with its agents in this fashion, according to the union.

President Carrol M. Shanks and Secretary F. H. Groel signed the contract for Prudential and President Lewis Merrill and Vice-president Leon W. Berney signed for the union. It was the third renewal of contract between Prudential and the U.O.P.W.A.

Manuel Camps, Jr., general agent of John Hancock Mutual Life at New York, has been elected a trustee of Colgate University. He is the first member of the class of 1922 to be so honored. He is immediate past president of the New York City Alumni Association and a past president of the Boston association.

## Conn. Mutual Concludes Centennial Convention

Determined to surpass in its second century even the outstanding achievements of the one just ended, Connecticut Mutual Life wound up its three-day centennial convention at Atlantic City with four talks which sent the audience forth in an inspired mood.

The first part of the convention and the centennial day exercises in Hartford that preceded it were reported in last week's issue.

Said Chairman James Lee Loomis, the closing speaker, "We have come to the close of a great moment in the history of the Connecticut Mutual Life Insurance Company. Yesterday is the prologue of tomorrow. Our faces now look to the near and distant future."

Mr. Loomis said the position and standing of Connecticut Mutual today are due in no small degree to several important decisions—to be purely mutual; to do no tontine business; to refuse to pay exorbitant commissions; to expand on the Pacific Coast; to invite P. M. Fraser to join the home office staff in 1930; to enter the state of Texas; and to create a nation-wide city mortgage organization.

### Tests for Democracy

After sketching the historical background of Connecticut, Mr. Loomis touched on present day conditions in industry and labor, he said that, "in all periods of doubt and confusion the hazard with which democracy must always contend is whether a majority of the electorate will see clearly and in time the rugged pillars upon which all progress rests."

Describing life insurance as "peace of mind," Mr. Loomis said the agent can impart this attribute of life insurance only in a limited way unless he has it himself. This doesn't mean overloading himself with life insurance.

"No, your peace of mind will come only when you have mastered the profession in which you are engaged," he said. "And if you are a normal person nothing short of that accomplishment will bring that happy result."

### Agency Ends Early Trials

Vincent B. Coffin, vice-president in charge of agencies, brought out some of the agency department's vicissitudes during the company's fight against tontine policies and unreasonably high commissions. Connecticut Mutual led this fight and paid a heavy price for it. Many agents and general agents left during this period. Because of this two-thirds of the company's present agencies have been established since 1905. From 1869 to 1905 the agency department went down hill fast.

For example, in 1874 the company had \$185 million in force. It took 36

years to reach this figure again. In 1866 the company had \$46 million in paid business. It was 53 years before it had as great a volume of paid production in a single year.

However, in 1919 several things happened. The war's end brought a lift to the entire business. Henry Steiner became head of the agency department. He had very different ideas from previous executives who looked on agents as a necessary evil and were not entirely sure the evil was necessary. Later Mr. Loomis took the leadership in company affairs. Mr. Coffin paid tribute to "Jack" Holderness' part in bringing the field and home office closer together. Then came the employment of P. M. Fraser as general agent in Brooklyn.

### Relative Gains

In the years 1934-40 Connecticut Mutual gained more rapidly than the business as a whole. However, because of its large number of young general agents, who had appointed young agents, the company lost more of its field force than other companies during the war and it slipped in relation to the industry.

Most of these men have now returned and even for 1945 the company was ahead of the industry while for the first five months of 1946 it is ahead 80% as against 38% for the group in which it is most interested.

After mentioning the value of agents of the company's sound financial position, its improving net cost position, its flexible policy contracts, Mr. Coffin told the agents their competition in the future will not be very largely along company lines but more and more on the quality of the agent's service. Progress has been in that direction for some time, he said, and will be even more rapid in the future.

### Pledges Company's Aid

This is up to the agent but he pledged the company's assistance through continuance of its "splendid sales promotion facilities," intensification of the education and training program, which he said, "is the most important single thing we can do to do a better job than other companies."

Remarking on the "tone" of the field force he said of the task that lies ahead, "we're all imbued with a determination to do this job as it's never been done before."

Charles J. Zimmerman, director of institutional relations, L.I.A.M.A., who started in the field with Connecticut Mutual, touched on the company's great heritage and its financial strength but said the greatest asset of all was its manpower, in the home office and especially in the field. He said life insurance will

(CONTINUED ON PAGE 17)

## School Days for Paul Revere Agents



Classroom scene at the 24th agents' school at the home office of Paul Revere Life. At table in the foreground are the students and standing at the rear are company officers and instructors. This particular class included 34 agents and more than 500 have attended similar sessions during the past 15 months. Every full-time agent of the company attends one of these schools after he has been in the business for six months and has met certain production qualifications.



# Preserve Competition, Is Wendell Berge Plea

## Test of Laws Is Fairness, Efficiency, and Competitive Opportunity

By WENDELL BERGE

In the American system of free enterprise as it is supposed to operate, the individual business enterprise seeks profits in open competition with others and at the risk of incurring losses. In such a system business profits over and above mere interest on invested capital are a reward for risk. Private initiative is allowed a wide latitude for venture with new ideas, new processes and new products. The right to venture implies the risk of loss as well as the opportunity to succeed. This chance-taking is at the root of a free enterprise system. Risk and uncertainty are the price we pay for the right to exercise our talents freely. To eliminate individual risk as a basic factor in economic life would mean to substitute a controlled economy for the freedom we have traditionally wanted.

There are businessmen who, although professing belief in a free enterprise

fascism. Private monopoly in time creates the necessity for a greater measure of government regulation. And effective government regulation of production, distribution and price would call for a plenitude of government power not consistent with democratic political institutions. Whether you seek protection from the risks of competition by private or government regimentation you will probably wind up with a full measure of the latter, or at least a blending of the two.

I think we shall be better off with a maximum of healthy competition in this country. I mean competition that is fair and honest but which is not afraid to venture with new ideas for serving the people's needs and which is willing to risk volume production at lower prices.

Now I have referred to the willingness to assume risk as fundamental in a free enterprise economy. Does that mean that all risks of all kinds must be endured without any attempt at mitigation? Not at all. There are many kinds of risk against which individuals, corporations and society itself can and should provide protection and where protection is in no sense incompatible with free enterprise. Protection against the risks of death, accident, sickness, fire, storm, shipwreck and other acts of God not only is consistent with economic freedom but actually promotes it.

By being able through insurance to eliminate these and other fortuitous risks, men can concentrate their energies and capital upon the creative work of the world. To illustrate it simply, if a small businessman can make provision for his family through life insurance, he is then enabled to risk his small savings in expanding his business. Without insurance he would probably feel compelled to invest his small savings at the

going rate of interest in something having a minimum of risk, or to hoard them. Again, if it were not for fire insurance many businesses, the victims of fire loss, would be ruined financially and thus would be unable to make their individual contributions to an expanding economy.

Both in origin and in operation the principle of insurance is both compatible with and promotive of the objectives of a free enterprise economy. But in our proper zeal to lessen the impact of those risks of life against which insurance can be written, we must not lose sight of the fact that our free enterprise system requires a constant willingness to accept competitive business risks if we are to have an expanding economy. Otherwise our economy would become static because of our unwillingness to venture. Insurance might properly be viewed as an approved mechanism for minimizing the fortuitous risks of life so that man's energies will be more free to assume other risks in adventurous grappling with those problems which he has a chance to solve. If we did not have insurance we probably would not be able to maintain a private competitive system. Individuals would hardly be able under modern conditions to risk their capital on new business ventures if they were not able to pool with others through insurance their risks of accident and disaster. Consequently, it should be emphasized that insurance is a system of calculated risk, and as such it is a constructive corollary to enterprise. Insurance is not designed to displace enterprise, but to assist it.

The Sherman antitrust act is a legislative expression of the philosophy of free enterprise. It provides that no artificial restraints shall be imposed upon the market. It involves no plan of government regulation or control of business. Indeed, its purpose is quite the opposite, since it contemplates a minimum of government regulation. Under the antitrust laws, businessmen are free

(CONTINUED ON PAGE 8)

## Equitable of Iowa Quebec Convention Biggest in History

### Hedges Honored as Top General Agent, Lemonds Best Agent

Leading producers and general agents of the Equitable Life of Iowa, members of their families, and home office hosts attended the 34th annual production clubs convention at Chateau Frontenac, Quebec. The first reunion since 1941, it was the largest in company history. R. E. Fuller, agency vice-president, was officer in charge.

A review of production during the first six months of 1946 was highlight of

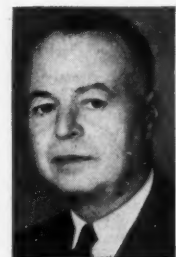


R. E. Fuller



E. W. Lemonds

the welcoming address of F. W. Hubbell, president. Mr. Hubbell said that total paid production for the period approximated \$60,000,000, three-quarters of the objective for the entire year and a sum nearly twice the amount paid for during the same period of 1945. He congratulated agents upon the substantial gains in insurance in force due to large volume and the low lapse ratio. He reported in force has increased \$45,000,000



F. W. Hubbell



H. A. Hedges

since December to a new high of \$790,000,000 as of June 30. Equitable Life will complete 80 years next January with well over \$800,000,000 in force, he said.

### General Awards

R. G. Hunter, vice-president and actuary, distributed renewal awards to 185 agents in recognition of high conservation ratios during 1945. He also presented conservation awards to the four following general agents whose agencies' 1945 renewals of 1944 new business were highest: S. L. Ford, St. Louis; J. M. Lemonds, Sioux City; F. L. McCormick, Des Moines, and H. O. Nelson, Chicago.

Mr. Fuller introduced and presented insignia of office to the agents and general agents whose 1945 records had earned them officerships in the various clubs as follows: Organization Club for general agents only, H. A. Hedges, Kansas City, president; F. A. Smart, Detroit, vice-president President's Club, H. R.

(CONTINUED ON PAGE 11)

## Cover Clients Soon

W. Henry Pendell of Saginaw, Mich., again a successful Penn Mutual underwriter after a period in military service:—

"I find that many policyholders have their protection well completed now and are anxious to build up their retirement funds. Many clients have their mortgages completely paid off and are in a good mood to increase their savings toward retirement or minimum programs.

"I do believe that returnees should cover their clients as soon as possible. Most of them seemed interested in making new changes in their program. Many men have accumulated surplus funds and are good prospects for short payment plans. Most everybody is concerned with taxes and with inflated estates and need for tax insurance and tax-saving ideas are more necessary today.

"I believe the general public has an increased respect for life insurance today, because of the many veterans carrying government insurance as well as because of the publicity we had during the war urging bond buying, savings accounts and additional purchases of insurance."

• • •

## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

system, actually do not want one. These men want to eliminate risk from the market by private restrictive agreements which guarantee them against the discomforts of competition. They want to fix prices at noncompetitive levels. They want to create artificial scarcities through restrictions on production. They want to divide markets with their competitors in order to create private monopoly domains in which competition will be non-existent. They want to suppress new products and processes which will render obsolete and supersede the old.

Basically these attempts to eliminate competition from the production and distribution of goods are attempts by collective action to build a protective wall around the status quo. They are attempts to gain an artificial security against the potential threat of more efficient competitors. They are attempts to screen out risk by the substitution of monopoly control.

Another method of seeking the same result is to have government impose and enforce a non-competitive, monopolistic organization of industry. Thus, in some quarters it is argued that there are industries which should be subject to permanent government regulation as to production and marketing quotas, sales, the adoption of new technologies, and like matters. In support of such view it is suggested that competition no longer works as a regulator of the market; that overproduction and a flood of cheap goods threatens industrial destruction unless something is done; that the solution is over-all government regulation, with production, distribution and prices stabilized at levels determined by government authority to be in the public interest. The notion seems to be that risk should be eliminated by the establishment of widespread regimentation of industry. Such arguments do not come from crackpots and long-haired theorists alone. I have heard them from respectable businessmen who seem to despair of making the private enterprise system work in the complicated modern world.

To my way of thinking, those who want to substitute regimentation for enterprise and risk are all wrong, irrespective of whether they would accomplish their end by private agreements to restrain trade and monopolize or by government controls. Both roads lead to

## Aetna Life Regionnaires Hold Forth

More than 200 members of Aetna Life's Corps of Regionnaires concluded a four-day meeting at Mount Washington Hotel, Bretton Woods, N. H.



R. B. Coolidge

The regionnaires, who represented 37 agencies in the eastern section, heard company officials describe the latest sales plans and sales aids which Aetna intends to use during the next 12 months.

The business session Monday was opened by Agency Vice-president Robert B. Coolidge, who welcomed the group and outlined the scope of the program.

Field Supervisor Wylie Craig presented Aetna Life's new estate control plan. This plan, first introduced at the

regional meetings 10 years ago, has become the principal sales and service tool of Aetna Life representatives. Mr. Craig pointed out that the original principles of the plan have proved sound and have resulted in the addition of thousands of satisfied policyholders. The new plan, while involving no change in basic principles, nonetheless contains many improvements, and every piece of printed material has been revised and made more effective.

The second day's program began with an explanation by Curtis Lamb, home office direct mail consultant, of his recent survey and study of the field of direct mail and sales promotion. Mr. Lamb then told of the recommendations which he has made and which have been adopted by the company. His announcement of the early results of the new direct mail program was roundly applauded.

Employee incentive plans were described by Field Supervisor J. Denny Nelson and the subject of group insurance and accident and health insurance was discussed by Assistant Secretary I. F. Cook. A group seminar for general agents and supervisors was held Tuesday afternoon, followed by the reunion dinner, at which Mr. Coolidge spoke.

Wednesday morning's session was opened by Mr. Craig who spoke on "A New Lift from Thrift." Mr. Craig was followed by Field Supervisor G. Albert Lawton, who discussed the present market for life insurance. Field Supervisor R. W. Wilkinson discussed the use of the Aetna business insurance plan. The session ended with an address by Mr. Coolidge.

The social program included a golf tournament, a trip up Mount Washington by the cog railway, a ladies' bridge and tea for the wives and informal dancing.

Aetna Life's western regional meeting was held at Lake Tahoe, Cal., June 18-22, and the central meeting opens next Monday at Grand Hotel, Mackinac Island, Mich.

## Confer July 9 at Detroit on Zone 4 A. & H. Order

LANSING—Protests by companies of the recent call by zone 4 commissioners for a breakdown of experience on the various policy forms have resulted, it is announced by Commissioner Forbes, zone chairman, in scheduling a conference between a commissioners' subcommittee and company men.

The meeting, to be held at Detroit July 9, will be attended by Commissioners Forbes, Parkinson of Illinois and Pearson of Indiana, and by 10 company representatives, evenly divided between H. & A. Underwriters Conference and Bureau of Personal A. & H. Underwriters.

Newark, N. J., general agent J. Bruce MacWhinney, John Hancock, reports a record six months' production this year of \$3,200,000.

## Stevenson Predicts 1946 Best Year Since 1930

One of the many contradictions of the present period is that though the nation's spending spree makes Federal Reserve Banks run up inflation warning signals, people are saving and putting so much money into life insurance that it wouldn't be surprising if in Penn Mutual, for example, new business this year doubles that of '42 or '43, or maybe even '44, John A. Stevenson, president of Penn Mutual, declared at the victory conference of his company at Murray Bay, Canada.

However, there can't be an upheaval such as the war without changing the contours of economic and social thinking which means that contradictions, uncertainties and confusion are bound to result. If the insurance business is to be regarded as a living organism with power to grow, rather than as a lifeless mechanism which must hold to its original mold, it must be adapted to changes which are taking place, Mr. Stevenson said.

He went on to illustrate with the aid of numerous charts, the effect on the business of the change from wartime to peacetime on Penn Mutual. He said these figures cover 1941-46 inclusive and that '46 figures are estimates, projections based on five months business. Penn Mutual actuaries place the new business figure for 1946 at \$240,200,000. Mr. Stevenson indicated he would be willing to bet on \$250 million and said the company was pretty sure to have a gain of about \$100 million over last year; to come close to a \$100 million gain over the average for the last 10 years, and to do the biggest single year's business since 1930.

He pointed out that for the last three months, the company had almost doubled new business over 1945 and that the gain for the first five months of 1946 is more than \$40 million.

Mr. Stevenson said it is not the policy of the company to worship at the shrine of volume, but the increase in the size of the average policy during the war was from \$3,386 in 1941 to \$4,450 in 1945 and possibly \$4,827 in 1946, a picture of healthy growth. "We don't want to bring up this average by the process of writing a lot of big cases," he said. "On the other hand, when the national income rose from \$97 billion in 1941 to \$161 billion in 1945, we'd raise the question if our business did not, to some extent, reflect this increase."

The increase in the average size policy for male adults was from \$3,838 in 1941 to \$6,159 in '45 and possibly \$6,184 in '46, he said. Pointing to the chart on average juvenile policies, Mr. Stevenson observed that they dropped from \$2,147 in 1941 to \$1,763 in 1943 and from there

started to climb until this year it is estimated they will be higher than ever before. He said that in 1943, Penn Mutual started writing juvenile policies at age zero and the drop at that time reflects a lot of smaller policies taken on lives of very young children.

Mr. Stevenson cited as an example of how the government's offer of \$10,000 N.S.L.I. has raised people's sights on the amount necessary to provide adequate protection, the growth of percentage of policies of \$10,000. He referred to a chart which showed that in 1941, 10% of the policies were for exactly \$10,000. Over the war years this percentage steadily increased so that by the end of this year it is estimated that 20% will be for \$10,000. If the sights of the public have been raised as to what constitutes adequate protection, the industry is in danger of losing some pretty good cases if its own sights are out of line, he said.

The fact that insurance on juveniles should constitute one-fifth of the total number of policies and that a substantial portion of these policies are on the lives of girls, were termed the two greatest surprises in the Penn Mutual figures. If the wonderful contacts that have been made through this juvenile business are not neglected, it is almost impossible to overestimate the significance of this market because of the allegiance of these children to life insurance when they grow up, Mr. Stevenson said. Thousands of girls will grow up with a very different attitude than their mothers have today.

"It was natural during the war that the number of policies written on the lives of younger men should drop. But I wonder whether we realize that between 1941 and 1945 the proportion of policies on the 7-34 age group of men was more than cut in half. If, therefore, we hadn't had a substantial influx of insurance on women's lives, you could see we wouldn't have had much to boast about as far as total volume of new business is concerned," he said. With a large number of applications from returning service men, it is easy to see why policies on women represent a smaller percentage of the business.

Insurers are making a mistake if they don't take a cue from advertisements of other products and put the young lady with a regular pay check on the list of preferred prospects. The Penn Mutual charts show, unmistakably, that by far the larger proportion of policies on females are purchased by young women who are thinking far more about playing their part in marriage than about dependent old age. At the same time,

(CONTINUED ON PAGE 9)



THE ALWAYS VERSATILE FOSTER VINEYARD SUGGESTED TO US SOME MONTHS AGO THAT WE PREPARE A COLLECTION OF BASIC PRINCIPLES OF MANAGEMENT.

PERHAPS YOU, TOO, TREASURE A COPY OF ELBERT HUBBARD'S SCRAP BOOK. If so, you know the kind of book Mr. Vineyard has in mind—rich nuggets of management wisdom culled from the experiences of thousands of managers.

PRINCIPLES, NOT SPECIFICS—for specifics vary but principles are constant—the maxims of management to which a man may turn for guidance, counsel, encouragement.

NO ONE MAN CAN WRITE SUCH A BOOK. It must be a compilation of the best thinking of many minds—and so we invite your help. Will you send us the five or six shining lights of management wisdom which over the years have come to mean much to you.

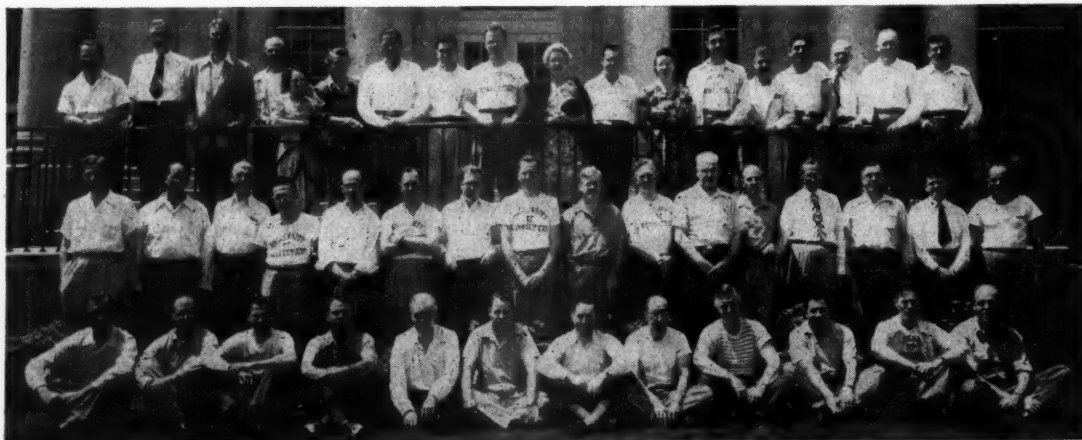
WE'LL STAR YOUR NAME IN THE FIRST EDITION—BUT WHAT IS MORE IMPORTANT, YOU WILL KNOW THROUGH YOUR CONTRIBUTION YOU WILL HAVE HELPED LIFT MANAGEMENT TO AN APPROPRIATELY HIGH LEVEL.



PAUL SPEICHER  
Managing Editor

THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS

## C.L.U. Group Recaptures College Spirit at Institute at University of Conn.



Members of the class and several faculty members of the first Chartered Life Underwriter Institute, held at the University of Connecticut.



Life Insurance Companies  
and their Agents urge every Veteran:

# *"Don't drop your Service Life Insurance"*

*Ten questions commonly asked about NSLI . . . The Life Insurance Companies  
are glad to give you the answers, as furnished by the Veterans Administration*

## **Why should I keep my National Service Life Insurance?**

Because, as a veteran, it enables you and your family to enjoy life insurance protection to the cost of which the public, through our Government, makes a substantial contribution.

## **Now that I'm out of the service, how should I pay?**

Make out your monthly check to "Treasurer of the U.S.," and mail it to Collections Division (NSLI), Veterans Administration, 346 Broadway, New York 13, N. Y. unless you have been notified by the Veterans Administration to send it to some other address. Mail your check whether or not you have received premium notices. (You can, if you prefer, arrange to pay premiums annually, semi-annually, or quarterly, which you may find a convenience as well as a saving.)

## **What do I do if I fail to get a premium notice?**

Send the amount due to the Collections Division anyway. With your payment, be sure that you include full name, address, insurance certificate number, and all serial numbers assigned you while in service.

## **I stopped paying when I was discharged. Can I now reinstate my NSLI policy?**

You can reinstate your NSLI "term" insurance up to January 1, 1947, by paying two monthly premiums and furnishing satisfactory health evidence. See your local Veterans office and request Form 353a. If there is no office nearby, write the Veterans Administration, Washington 25, D. C.

## **Does it have to be "term" insurance?**

As a veteran, you are entitled to convert NSLI "term" insurance into NSLI "permanent" insurance; that is, "ordinary life" . . . "20-payment life" . . . or "30-payment life." In fact, the law requires that you *must* convert your "term" insurance within 8 years from the date



it went into effect (within 5 years if it was bought after December 31, 1945).

## **Can my NSLI be converted to private life insurance?**

No. It can only be converted to some form of "permanent" National Service Life Insurance.

## **What will be the cash value of my NSLI?**

Once you've converted your "term" insurance to "ordinary life" . . . "20-payment life" . . . or "30-payment life," your NSLI policy will provide cash value which increases with each premium payment. For example, \$10,000 of NSLI "ordinary life," bought at age 30 and held for 20 years, will have a cash value of more than \$2,760.

## **Can I borrow on my NSLI policy?**

Not while it is in the form of "term" insurance. But when you have converted it into NSLI "ordinary life," "20-payment life," or "30-payment life," and after the new policy has been in effect for one year, you can borrow up to 94% of the cash value.

## **What should I do to change my beneficiary?**

Write the change you wish made to the Veterans Administration, Washington 25, D. C.

## **Must I keep up entire amount of my wartime NSLI?**

If you can't afford as much as before, you can arrange to keep an amount you *can* afford from \$1,000 to \$10,000 in multiples of \$500.

## **YOUR LIFE INSURANCE AGENT WANTS TO HELP . . .**

If you are a veteran or the relative of a veteran, don't hesitate to call on a life insurance agent for advice and help with National Service Life Insurance problems.

He can answer many of your questions about NSLI. And if he doesn't have the answer, he can tell you who has.

Life insurance agents all over the U.S. have been cooperating with the Government in a nation-wide effort to advise veterans on their NSLI. To prepare themselves for the job, more than 40,000 agents have "gone to school" at NSLI seminars. More than 400 of these have been held under the sponsorship of the National Association of Life Underwriters in cooperation with the Veterans Administration.

The Life Insurance Companies and their Agents again welcome an opportunity to be of public service. Write to Institute of Life Insurance, 60 East 42nd Street, New York 17, N. Y.

*Life  
Insurance Companies  
in America*  
AND THEIR AGENTS

(This is a reproduction of an advertisement appearing in 300 daily newspapers in the United States, with approximately 30,000,000 circulation.)

## Indianapolis Life Men Have Session at Breezy Point

Breezy Point near Pequot Lakes in Minnesota was the location of the first Counselors Club convention of Indianapolis Life since before the war. It was held last week. The attendance numbered 87.

Nate Kaufman, Shelbyville, Ind., is president; H. Bruce Veazey, San Antonio, 1st vice-president; and Malvern Marks, Fort Worth, 2nd vice-president.

A. H. Kahler, 2nd vice-president and superintendent of agencies, presided at the business meeting.

Edward B. Raub, president of the company, addressed the meeting in the opening sessions. He stated that the gain of insurance in force in 1945 was the largest in history, and that the gain for the first six months of 1946 was almost equal the gain for the entire year of 1945. New business is also setting a new record. Each month this year has been the largest of any similar month in history.

At the major business session, each member was called upon for a five minute talk in which he gave his best business-getting idea. Prizes were offered for the best ideas, given as decided by a popular vote of the members.

Edward W. Rice, Mankato, Minn., won first prize. Chester O. Martin, Indianapolis, won second, and Tom O'Malley, Chicago, third. All of the ideas from the members were recorded and will be reprinted for the entire field force.

## Give Steps in Termination of Pension Trust Plans

WASHINGTON—In response to a request for advice as to steps to be taken by a trustee upon termination of a stock bonus, pension, or profit-sharing plan, Deputy Internal Revenue Commissioner E. I. McLarney has issued PS ruling No. 56, which says:

"An employee's trust constituting part of a plan which meets the requirements of section 165(a) of the internal revenue code, as amended, is exempt from tax under that section. A trust, however, may be exempt in one year and not necessarily in another. For example, paragraph (6) of section 165(a) contemplates that a plan shall be considered as meeting the requirements with respect to eligibility for participation during the whole of any taxable year of the plan if on one day in each quarter it satisfied such requirements. Further, a plan which ostensibly qualified when established but was abandoned within a few years thereafter may be held, under section 29.165-1(a) of regulations 111, from its inception not to have been a bona fide program for the exclusive benefit of employees in general. Upon such determination a liability for taxes on the trust income may arise.

"Upon learning of the termination of a plan, the trustee should therefore, before distribution of the trust assets, notify the commissioner with respect thereto. A determination will thereupon be made as to the effect of such termination and the trustee will be advised with respect thereto."

## Savings Banks Policy System of Mass. Elects Officers

BOSTON—More savings bank life insurance has been written in Massachusetts in the last three months than in any corresponding quarter since establishment of the system in 1907, it was reported at the annual meeting of the Savings Bank Life Insurance Council. Approximately \$285 million is in force.

W. B. Snow, Jr., Suffolk Savings Bank, Boston, was elected council president succeeding G. C. Francis, North Adams Savings Bank, who was elected on the advisory committee. J. E. Perry, former bank commissioner of Massachusetts and president Newton Savings Bank, was elected first vice-president. C. S. Casady was reelected executive vice-president and secretary, and S. L. Brown, treasurer Cambridgeport Savings Bank, was reelected treasurer.

C. B. Plantz, executive vice-president Savings Bank Life Insurance Fund, New York, spoke on growth of savings bank life insurance in that state, and discussed the proposed plan of a committee of the National Association of Savings Banks to explore the possibilities of extension of the system in other states.

## Pennsylvania All-Industry Committee Is Named

A Pennsylvania industry conference committee has been made to recommend legislation for insurance in that state, and an all-industry session was held last week at which over 50 organizations and leading companies of the state were represented.

Edward M. Biddle, vice-president and general counsel of North America has been named chairman, and life men represented are W. M. Guthrie, comptroller, Reliance Life; James L. Wilmet, national secretary Junior Order United American Mechanics. A representative of the State Association of Life Underwriters will be named later.

July 24 has been set as the date for the next meeting, to be held in Philadelphia.

## Name Committeemen for L.A.A. Chicago Convention

Key committeemen to arrange for the annual meeting of the Life Insurance Advertisers Association October 24-26 at the Edgewater Beach hotel, Chicago have been appointed by A. M. Kennedy, Northwestern National Life, meeting chairman.

J. R. Morris, Business Men's Assurance, is secretary in charge of registration. F. J. O'Brien, Franklin Life, is exhibits chairman. Colin Simkin, Travelers, will direct publicity with F. P. Leader, Bankers Life of Iowa, and K. Wunsch, Northwestern National. O. R. Tripp, Ministers Life and Casualty, heads promotion activities. L. J. Evans, Northwestern Mutual, is a member of the general committee together with E. R. Trangmar, Metropolitan; E. R. Brauer, Home Beneficial, and C. W. Ferguson, Union Central.

## Boston Officers



New officers of the Boston Life Underwriters Association are: standing, left to right, James F. Dwinell, Jr., Travelers, vice-president; Richard F. Wagner, Connecticut General, secretary-treasurer; seated, left to right, Joseph D. Griffin, Metropolitan, vice-president, and Ernest L. Maillet, New England Mutual, president.

## Connecticut Mutual First Conn. Company to Enter Apartment Housing

HARTFORD—Connecticut Mutual has bought property at Garden and Myrtle streets here for the purpose of erecting an apartment building when conditions permit. It will be the first life company in the state to engage in apartment house construction. The property measures 182 by 201 feet.

This is the first such project since the 1945 amendment to the Connecticut insurance investment laws, which permits putting up to 5% of company's assets in housing and other investments not formerly legal in this state. The property is next to the home office.

Connecticut Mutual has also bought two apartment houses on Myrtle street adjoining the corner parcel and facing the company grounds. Included are 45 apartments and nine garages.

## Paul C. Moore Atlantic Life Associate Actuary

Atlantic Life has appointed Paul C. Moore as associate actuary.

Mr. Moore is a graduate of University of Michigan with masters degree in actuarial and statistical mathematics. He was first supervisor of the actuarial department of American United Life. In 1936 he became associated with Reserve Loan Life as actuary, and subsequently went with Alfred M. Best to make a study of South American insurance conditions. Since then he has been special agent for FBI.

Recently Mr. Moore was married at Washington to Miss Marie Lundy, who was formerly employed as chief property clerk for the FBI. Mr. & Mrs. Moore have recently returned to Richmond from a wedding trip by automobile to Mexico City.

## Smith Round Table Member

Alden H. Smith, Northwestern Mutual, Nashville, recently announced as the top producer for his company for the year ended June 1, was reported as the first agent in Tennessee to qualify for the Million Dollar Round Table. After 2½ years in the army air force, where he attained the rank of major, he was placed on inactive status in February, 1945.



## AN ANALOGY WITH A PUNCH

Try this idea on your next difficult prospect:

The car-owner or home-owner who does not have fire insurance on his automobile or his house is very hard to find. The value of such property is clearly defined, and practically always adequately covered.

The value of human life—of the *person* of that very property-owner, however, is a bit more elusive, but nevertheless just as real. It can be estimated by multiplying his net annual earnings by his remaining earning years. And in how many cases will this value be adequately covered by life insurance?

But there is one big divergence in this analogy, and herein lies the punch: he may carry his fire insurance for an infinite number of years and *never* collect on it. But it is certain and preordained and inescapable that *every permanent life contract MUST become a claim!*

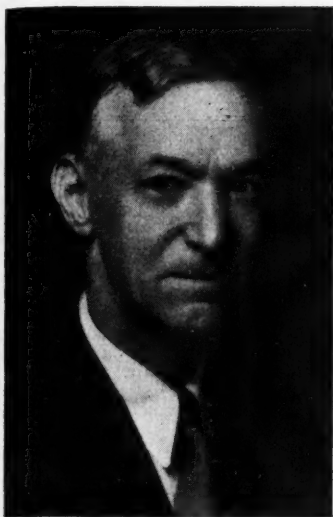
Insurance in Force, May 31, 1946—\$283,557,012

**COMMONWEALTH**  
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President



## Risley Retires



G. E. RISLEY

George E. Risley, agency secretary of Connecticut General Life, has retired after 38 years with the company. Born in Hartford, Mr. Risley joined the company in 1908 and in 1909 was elected assistant superintendent of agencies. He became superintendent of agencies in 1920 and in 1928 was elected agency secretary.

## Reeves and Woodward Now Mutual Life 2d V.-P.'s

NEW YORK—Clifford B. Reeves and Donald B. Woodward have been elected 2nd vice-presidents of Mutual Life. Mr. Reeves was formerly assistant to the president, and Mr. Woodward was research assistant to the president.

Mr. Reeves resigned as vice-president of Doremus & Co. in 1941 to join Mutual Life. From 1929 to 1933, he was associated with the investment banking firm of J. G. White & Co., Inc., of which he was a director.

Prior to that time, he was engaged in newspaper work and business publishing. He is a well known writer on financial and economic subjects. He graduated from the commerce school of University of Pennsylvania.

Mr. Woodward left Moody's Investment Service in 1940 to join Mutual Life. He had previously been associated with the "Wall Street Journal," and also served as financial editor of "Business Week."

Mr. Woodward served on the NRA research staff in 1933, and did special consultative work with the board of governors of the federal reserve system in 1939. During World War II he was a consulting expert to the U. S. Treasury Department.

## Old Line Agents Gather in Milwaukee July 15-17

MILWAUKEE—With the largest number of agents ever to qualify for the Old Line Life Star Leader Club and for the company's and the National Association of Life Underwriters conventions, the annual agents convention here July 15-17 will be one of the most successful in the long series. Paul A. Parker, agency director, is general chairman.

Roy Millar, assistant agency secretary, is in charge of business conference sessions the opening day. Speakers will include Arthur F. Priebe, associate general agent Penn Mutual, Rockford, Ill., on "Minimum Programming," and E. H. O'Connor, managing director Insurance Economics Society, Chicago, on "Security—Social or Anti-Social."

Monday evening the Star Leader Club will be honored at a dinner. Member-

ship is accorded agents for outstanding performance in service to policyholders, quality of business and volume of premiums. N. Gust. Hartberg, general agent at Marinette, Wis., qualified for the presidency, and H. R. Buckman, general agent at Milwaukee, and Rad-cliff Denniston, of the Buckman agency, as vice-presidents.

Tuesday the entire group will spend the day at a golf tournament and outing at North Hills Country Club. M. F. Ryan, treasurer, is entertainment chairman.

Mr. Parker will preside at a group breakfast Wednesday, when President Daggett will address the agents. The guest speaker at this session will be Newell C. Day, general agent for Equitable of Iowa at Davenport, on "Color in Selling."

## N. J. Escheat Law in Effect

One of the few laws that went into effect in New Jersey July 1 was that requiring domestic life insurance companies to pay into the state treasury all unclaimed funds of \$10 or more on the policies issued to New Jersey residents where such funds have remained unclaimed for seven years.

## Penn Mutualists Outline Telephone, Mail Approaches

In order to take advantage of the golden opportunity for selling which exists today, it is of the utmost importance to the life agent that he utilize his time with care through proper use of the telephone in making appointments, Eugene N. Bivens, Oakland, Cal., said in a speech before the victory conference of Penn Mutual Life at Murray Bay, Can.

### Shows Respect for Prospect

Using the telephone properly results in no time lost in going to see people who are out; in less time waiting in outer offices, fewer broken appointments, less resistance than in the cold canvas. Using the telephone will result in more favorable interviews because consent is given for the agent to call and it is expected that insurance will be discussed. This makes the ideal conference. It would take two days to reach the same number of persons that may be contacted via the telephone an hour or two each week, Mr. Bivens said. The agent that uses the telephone shows

respect for the prospect by utilizing his time too. The telephone is an ideal way for a man to cold canvass, because at least 50% of timidity is lost through the long line of telephone communication.

With proper instructions, practice and constructive criticism, the technique of telephone solicitation may be developed to a degree of efficiency where fear and timidity will vanish. In using the telephone method of obtaining appointments, there are several rules that should be followed, Mr. Bivens said. The agent must know what he is going to say, memorizing it word for word or having it written out in front of him. The agent must be relaxed. It is preferable for him to get in the office by himself and to make himself comfortable, loosening his collar to make breathing easy and taking care not to make the call right after a heavy meal.

The best time to call is between six and eight in the evening, Mr. Bivens said. Monday evening is usually the

(CONTINUED ON PAGE 9)



*He MIGHT ask  
a Fortune Teller*

**B**UT it's doubtful that even the seventh son of a seventh son could tell today's young business man what his income will be a few years from now. However, he doesn't need a fortune teller to appreciate that insurance rates increase as he grows older or to realize that the need for protection becomes greater as responsibilities are assumed.

That's why Prudential's Modified Whole

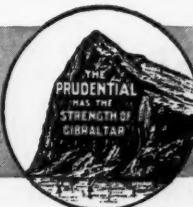
Life 3 and 5 policies are meeting such wide acceptance especially among the younger prospects. Maximum lifetime protection is provided from the start.

Prudential agents and brokers find their prospects especially receptive to these popular contracts thanks to our coast-to-coast radio advertising.

Are you taking advantage of this opportunity?

**THE PRUDENTIAL**

A MUTUAL LIFE INSURANCE COMPANY



**INSURANCE COMPANY  
OF AMERICA**

HOME OFFICE . . . NEWARK, N. J.

# GREAT SOUTHERN LIFE

## announces

COMPREHENSIVE WHOLESALE LIFE INSURANCE  
COVERAGE

FOR EMPLOYE GROUPS

PROTECTING PRESENT AND FUTURE EARNINGS

UNDER A FLEXIBLE PROGRAM OF

GROUP TERM

GROUP ORDINARY LIFE

GROUP RETIREMENT INCOME

GROUP DEFERRED ANNUITIES  
(with or without death benefits)

GROUP SINGLE PREMIUM ANNUITIES

The Company, for the first time in its history,  
invites inquiries from reputable brokers having  
Wholesale prospects or clients in its territory.

GREAT SOUTHERN

*Life*

INSURANCE COMPANY

HOME OFFICE HOUSTON 1, TEXAS

## PYRAMIDS OF PROGRESS

Forty-seven years of steady progress and increasing rank among the Nation's leading life insurance companies;

Financial strength, sound management, service to policyholders, agency development and field expansion;

Modern protection at guaranteed low cost for every eligible member of the family from birth to age 64 years;

Agents equipped with modern policies for every purse and purpose, with premiums payable weekly, monthly, quarterly, semi-annually or annually to suit the policyholders' convenience.

## THE HOME LIFE

INSURANCE COMPANY OF AMERICA

President: DANIEL J. WALSH

Secretary: BERNARD L. CONNOR

Treasurer: CHARLES T. CHASE

EXECUTIVE OFFICES

PHILADELPHIA, PA.

SECURITY AND SERVICE SINCE 1899

## Outlines Justice Department Views

(CONTINUED FROM PAGE 3)

to make individual decisions regarding the conduct of their own businesses. Freedom of enterprise is protected against those who would hamper the operation of the market and prevent free access to the market. An antitrust suit is not an attack on business or a contest between government and business. It is rather a dramatization of the conflict between those businessmen who wish to operate in a free market and those who desire a privately controlled market.

Two years have passed since the Supreme Court handed down its decision in the Southeastern Underwriters Association case and caused the insurance industry to engage in some intensive soul-searching. Although characterized by some as "precedent smashing," the decision was the inevitable result of the growth and development of the insurance business. Keeping pace with the organized commerce of our time, the insurance industry has lost most of its local aspect and has become more and more a national concern. As the Supreme Court pointed out:

"Perhaps no modern commercial enterprise directly affects so many people in all walks of life as does the insurance business. Insurance touches the home, the family, and the occupation or business of almost every person in the United States.

"This business is not separated into 48 distinct territorial compartments which function in isolation from each other. Interrelationship, interdependence, and integration of activities in all states in which they operate are practical aspects of the insurance companies' methods of doing business."

### Contention of Insurers

And, I remind you, the insurance companies themselves had for years vigorously maintained that they were in interstate commerce. This contention was often made in contesting the validity of state regulatory or taxing laws.

In *Paul vs. Virginia*, decided by the Supreme Court in 1869, it was held that a Virginia statute which regulated foreign insurance companies did not offend the commerce clause of the constitution because "issuing a policy of insurance is not a transaction of commerce." In subsequent cases this statement was repeated and broadened. But until the Southeastern Underwriters Association case, the court never had before it any case involving application of a federal statute to the business of insurance. In that case we took the position, which the court adopted, that *Paul vs. Virginia* was not authority for the proposition that insurance was not subject to federal regulation under the commerce clause of the constitution, and that the Sherman act by its terms was all-inclusive and applied to all business that was commerce within the meaning of the commerce clause.

No purpose would be served in attempting now to restate the legal arguments. It is now settled that the business of insurance conducted across state lines is interstate commerce.

### Assails the "False Prophets"

But even before the Southeastern Underwriters Association case was decided, a movement had been initiated to obtain for insurance legislative exemption from the Sherman act. A smoke-screen of misrepresentation about the motives of the Department of Justice was cast about the basic issues. Bitter controversy raged in the press concerning the implications of declaring insurance to be interstate commerce. False prophets darkly predicted that the holding would mean chaos in the industry, that it was a step toward socialization, that it would overturn state regulation and taxation of the insurance business, and that the American agency system was doomed.

Finally, Congress passed public law 15—the McCarran act—granting a period of moratorium from the application of the antitrust laws and affirming

the principle of state regulation. Now, in a calmer atmosphere brought about by the passage of time, it may be well to comment on the record and to venture some remarks regarding the future.

I think it has become abundantly clear by now that the action of the department in proceeding against restrictive practices in the insurance business was not motivated by any desire to bring about federal regulation, or to socialize the industry. Our position with respect to federal regulation has been consistently stated from the outset. We have no program for federal regulation. Furthermore, I can state that I have not seen or heard of any program for federal regulation suggested by any other government agency. The allegations regarding a move to socialize the industry or to manipulate its financial reserves were the worst sort of misrepresentations. They were distortions of fact—an effort to confuse the issues.

### Chaos Hasn't Materialized

The "chaos" that was predicted has failed to materialize. If you suggest that the chaos predicted was the overturning of developed and accepted system of state regulation, and that public law 15 averted the disaster, I answer by referring you to the case of *Robertson vs. California*, just decided by the Supreme Court on June 3. Mr. Justice Rutledge, speaking for a unanimous court, sustained the principle of state regulation of insurance under the police power of the states without relying upon the McCarran act. You will recall that we took this very position in our arguments in the S.E.U.A. case. We there asserted that the application of the Sherman act in no way interfered with the application of reasonable state regulation.

Parenthetically, it is interesting to note the similarity between the *Robertson* case and the historic case of *Paul vs. Virginia*. The facts present a startling parallel. Both cases were attacks by insurance companies on state regulatory laws upon the ground that the state laws were regulations of interstate commerce forbidden by the commerce clause of the federal Constitution. The result in both cases was the same—the state laws were upheld—although the rationale of the cases differed in some respects. So it is clear that the S.E.U.A. case holding the insurance business to be in interstate commerce has not had the effect of invalidating reasonable and non-discriminatory state regulation.

One field in which the McCarran act has had a more direct effect is in regard to state taxation of the business of insurance. While the S.E.U.A. case was not concerned with state taxation, the decision that insurance was commerce had the effect of raising questions about the propriety of various types of taxation upon the business of out-of-state insurance companies. These, too, have just been answered by the Supreme Court in *Prudential vs. Benjamin*, decided on the same day as the *Robertson* case. The *Prudential* case makes it clear that the McCarran act will serve as a general protection to state taxing systems. There is, however, language in the opinion indicating that the same result might have been reached in the absence of the McCarran act.

### Islands of Immunity

The most significant phase of the inter-action of the S.E.U.A. decision and the McCarran act, however, is the fact that the enactment of this statute terminated a bitter struggle by some elements of the business to remove insurance wholly from the rules of the free enterprise system. Instead of attaining this result, Congress granted an opportunity to the business and to the states to demonstrate how free enterprise in the insurance business can be preserved subject to state controls designed to protect the public interest. The act was not an

(CONTINUED ON PAGE 16)



## 1946 Best Year Since 1930

(CONTINUED FROM PAGE 4)

they are smart enough to realize that insurance is a good buy.

The power of selling effort is proved by the wartime figures which show that a definite increase in the number of men over 35 who bought policies after the war began as compared to a decrease this year. This demonstrates that the field force was concentrating on the older men while the younger men were in service and consequently sales went up, he said.

Commenting upon a chart which showed the tremendous volume of insurance purchased by service men returning from the war, Mr. Stevenson termed one of the important reasons for this the fact that during the war a lot of men realized the situation their families would face if their earning power were withdrawn. Consequently, they have taken steps to provide additional protection.

## POLICY FASHIONS

Fashions in insurance policies have changed over the last 25 years, he declared, saying that in 1920, endowment insurance accounted for only 8% of Penn Mutual's business while in 1946 it is estimated that this percentage will rise to more than 25%. Even over the last five years, ordinary life has dropped and endowments have risen with an increase in limited life, he pointed out on the charts. Since competitively, ordinary life is certainly as good as endowment, the conclusion must be that the retirement idea, emphasized by social security, is causing a change in insurance styles, he said.

"To the group of underwriters who are here today, I needn't explain that we don't have unbounded enthusiasm about the rise of cases of \$50,000 and over. However, we are by no means going overboard on this type of case, and I think you who have produced the greater part of the company's business can take great pride in the overall picture which is displayed.

## Agents Taking Responsibility

"We see in this picture a reflection of economic conditions, but we don't find any nylon lines in front of insurance companies. The fact that our larger policies are going up indicates clearly that agents are shouldering their responsibilities.

"Present conditions in themselves speak so clearly of immediate prosperity that they would drown out any forecast I might attempt to make... people have a need for life insurance and unless we want the state to take over the job of providing for our families, that need will exist until we can invent some sort of longevity radar that will bounce back and tell how long a man is going to live. People are willing to buy life insurance, but that willingness is not rooted in any new invention of the companies developed under pressure of war. It is rooted in the confidence built up by companies like ours, which, over the past 100 years have fulfilled their promises to those whose funds they have held in trust," Mr. Stevenson concluded.

## Johnson's Talk

Eric G. Johnson, vice-president, had previously outlined the increase in the number of qualifiers for the conference from 120 in 1941 to 163 in 1946, with the 279 qualifiers for the five year period writing 35.2% of the business. He said that those in the home office feel they are partners of those in the field. He outlined the ways in which management has contributed to the education, happiness and progress of the field forces during the last four years. In 1941, the company adopted a field retirement plan. In 1944 a modern com-

pensation plan for career underwriters was adopted. A comprehensive program of group life health and accident coverage for field forces was set up in 1945.

## S. J. Blashill Leaves Ohio Natl. Graeser Secretary

CINCINNATI—S. J. Blashill has resigned as vice-president and secretary of Ohio National Life. A. Otis Graeser, formerly assistant secretary, has been promoted to secretary.

## Actuaries Club Reorganized

LOS ANGELES—The Los Angeles Actuarial Club, which was in active existence some years ago but had become dormant, was reorganized this week with 26 members, representing nine offices. A. Y. Lewis, assistant actuary Pacific Mutual, was elected president and E. M. McRae, associate actuary Occidental Life, secretary. The offices represented in the club are Pacific Mutual, Occidental, Travelers, Beneficial Standard, Unity Mutual Life & Accident, California insurance department; Coates & Herfurth, Cosgrove & Co. of California, and Scott & Co.

## Tell How to Use 'Phone and Mail

(CONTINUED FROM PAGE 7)

best, Saturday afternoon is also good depending on prevailing working conditions. It is necessary for the telephoning agent to enunciate clearly in a low well modulated voice.

"You can actually smile with your voice," Mr. Bivens said. "By practice you will put life and personality in the words you are reading. Pause at proper intervals. This breaks the feeling to the listener that a cut and dried canvass is being used. Do not laugh loudly over the telephone, but if the occasion arises a gentle chuckle is quite effective. The phone will actually carry the personality in back of a smile to your listener."

Mr. Bivens advised against arguing over the phone and said if the prospect is not interested after mention of a few points it is best to thank him and hang up. Lengthy explanations should be avoided beyond explaining that the purpose in calling is to arrange for a convenient appointment.

He said that sometimes the agent

can talk to the wife and get an appointment, especially if calling on birth notices. This is not too satisfactory on social security, marriage notices or mortgage leads, he said. It is better in these cases to find out when the husband gets home and call later.

In addition to social security approach, Mr. Bivens listed as sources of good prospects birth notices with the educational savings plan approach and marriage notices with the service approach, beneficiary charges, life insurance, etc. He recommended for recent home purchases the mortgage approach and from notices of promotion gleaned from news items, the savings approach. In handling orphan policyholders or assigned leads the service approach is best featuring social security, common disaster and spendthrift clauses, etc. For returning service men, Mr. Bivens recommended the conservation of NSLI approach with restoration of benefits treated. Business leads can be gleaned from city and county license bureaus, newspaper notices, sales purchases and transfers of business, legal notices and partnerships and corporations in the phone book, he said.

In order to make direct mail click, it is necessary to differentiate between

(CONTINUED ON PAGE 20)



## TEAMED FOR HEAVY LOADS

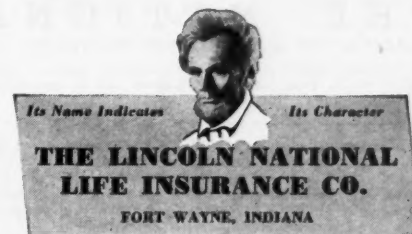
Like two locomotives coupled to handle heavy loads efficiently, LNL's Supplemental Term Rider hitched to a base policy meets heavy protection needs inexpensively.

The Rider may be attached to a wide selection of LNL policies—either standard or substandard. It is issued with or without premium waiver benefits in amounts equal to or up to twice the amount of the base policy for periods of 10, 15, or 20 years. If issued standard, the Rider may be converted to permanent insurance within 7 years on the 10 year

plan; 12 years, 15 year plan; and 15 years, 20 year plan.

LNL's Supplemental Term has proved ideal for the family man who needs a large amount of insurance protection at the lowest possible cost.

LNL representatives serve the public in 42 of the 48 states, Hawaii, Philippines, Canal Zone, and Puerto Rico.



## EDITORIAL COMMENT

### Career Agents and the Coming Recession

Life insurance sales continue to soar but hardly anyone believes that the millennium has arrived in which husbands and fathers are more interested in assuring their dependents' future subsistence than in owning a new car. It's mainly that they can't get the new car. When new automobiles—and all the other worldly goods that strikes have directly or indirectly kept off the market—are again available there will undoubtedly be a recession in life insurance sales. When that time comes it will be interesting to see what type of sales philosophy survives the best, both as respects new business and conservation of business already sold.

Companies and agencies that have stressed the career agent and the obligation to determine the prospect's needs and sell on the basis of them are confident that they will be the least affected. They believe their sales will hold up because of the strong motivation that necessarily accompanies a thorough programming job. The buyer doesn't merely purchase "another five" or even another 10. He buys part of a plan, perhaps all of it. Similarly the motivation that induced him to purchase his insurance on the basis of his well analyzed needs should tend to keep him from dropping it. Added to this

is the fact that an increasing number of companies make it very much worth the agent's while to exert every reasonable effort to keep business in force.

Companies should find it extremely valuable to study the results of the recession period. It should be an excellent testing ground. Thousands of agents operating in widely varying ways have been putting huge amounts of insurance on the books in recent months. From a period of little outside competition life insurance selling will run into one of very tough competition for the dollars with which to pay both new and renewal premiums.

Unless we are to assume that the old, relatively inefficient way of selling is the only one practicable for the life insurance business it seems obvious that the career agent system will show up as conclusively superior when money for premiums becomes less plentiful. The only question is, will the contrast be sufficiently dramatic to win over those who are still dubious about placing quality ahead of volume in an agency-building program? There is every reason to hope that the results will be fully convincing. If they are, the loss in business and even the lapses and surrenders will be a small price to pay for such a gain.

### Training for Lean Days

The question arises in the minds of some managers as to whether it is wise to put on even good men in these lush times because they may be spoiled by the ease with which life insurance is written now and will not be fitted for leaner days.

Most successful managers, however, agree that this is the time to attach excellent timber to the agency. They especially are interested in young men being released from war service. They agree, however, that they should be

given the hardest and most exacting kind of training regardless of the ease with which life insurance can be written. This prepares them for the harder work of days to come. They are given the full training course in every detail that is followed in ordinary times. Today managers say that this is the favorable opportunity to get good men, train them well and have them in fine working order when it becomes more difficult to get applications and skill again commands its usual premium.

### Companies Are Filling the Gap

All companies realize that there is a serious gap in their organization due to the war situation. Young men who had started in the office or field were inducted into war work and hence, there was an interim of considerable time when they were not in touch with insurance. Office heads who are alert realize the desirability of having young men in training and starting down the line and gradually getting knowledge of various

departments of insurance work. Careful selection should be made of the timber, none but promising men being started in this schooling. Executives realize the necessity of having men trained in their own way and becoming acquainted with their own company being ready to take positions at any time to which they were suited. Some companies made it a point to have some official or a person well versed in insurance knowledge assume

the responsibility of training these men, devoting a certain period of time each day to that special activity. This work had to be abandoned on account of the war, but now companies are beginning to put the machinery in motion and are scanning the field for likely material. Some of the men returning from service are immediately set to work in this school. Others who had not been connected with the company before are employed and started in motion up through the ranks.

It is realized that many offices are weak in men down the line. If any key man leaves or becomes inactive, there is no one to take his place. Managers agree that it means economy and efficiency to have their own men ready to respond

to any call in the organization.

Some of the companies make it a point to advise their leading people to keep an observation of likely talent and attempt to corral it for the future. Where someone in the company is acquainted with a family of good repute, at times there is a son who is not afraid to work who has had a good schooling and is ambitious, he is told that he can have a job when he is ready to take up active work. This way some companies have boys in the making, those who are still in school but possess special talent—and seem to have the characteristics that will spell success. Thereby the company is able to fill all vacancies and have young men coming in every year for training.

## PERSONAL SIDE OF THE BUSINESS

**Thomas A. Ferns**, group supervisor of Equitable Society at Akron, headed the fund raising discussion forum at the national convention of the American Red Cross.

**Ray H. Peterson**, the newly elected president of Pacific National Life, has taken an exceptionally keen interest in life underwriter association affairs. He is presently a director of the Salt Lake Association of Life Underwriters and is a former vice-president. He is a former president and is presently a member of the executive committee of the Utah Life Managers Association. He is also president of the Building Owners & Managers Association at Salt Lake.

Mr. Peterson entered the business with Idaho State Life at Boise in 1917 and when that company was taken over by Occidental Life in 1926 he became office manager at Los Angeles. He moved to Pacific National in 1929 as office manager and was elected vice-president and a director in 1942.

William J. Lowe who in addition to vice-president, has been elected treasurer, has been a director of Pacific National since it was formed in 1928 and has been a vice-president since 1941. He is a member of the law firm of Stephens, Brayton & Lowe. He is a former president of the Salt Lake Rotary Club and is the district governor of Rotary International.

Miss Milnor Alexander, daughter of **Ralph H. Alexander**, deputy insurance commissioner of Pennsylvania, was graduated June 27 from the University of Pennsylvania as valedictorian of the senior class of 714.

**Mrs. Evalyn F. Andrews**, Chicago insurance librarian, who has been elected chairman of the insurance section of the Special Libraries Association, is at the head of one of the most active and useful institutions of its kind in the country. Mrs. Andrews had public library experience in Grand Forks, N. D. She then went to Chicago, where she engaged in work in private libraries, doing considerable cataloguing and statistical work. The Chicago insurance library under her administration has broadened its activities greatly.

Fifth anniversary of **Raymond F.**

**Thorne** as general agent for Berkshire Life in New York City was observed by a dinner recently at which Harrison L. Amber, president of Berkshire Life, was speaker.

**Walter J. Clark** of Mutual Life of New York, was first president of the American Society of X-Ray Technicians to be reelected in the organization's 20-year history.

**Charles H. Yardley**, comptroller of Penn Mutual Life, has been reelected director of the Philadelphia control of Controllers Institute of America.

**Robert E. Henley**, president Life of Virginia has been elected a director of Virginia Fire & Marine filling a vacancy by the death of W. H. Palmer, Jr.

**John P. Weaver**, former office manager in the home office of Country Life, has returned with the company after release as a navy lieutenant commander. Mr. Weaver, who joined the company in 1930, has been promoted to assistant manager.

## DEATHS

**William S. Hickman**, 75, inspector for loans for State Life for 30 years, died at Indianapolis.

**Carlton C. Loeble**, executive vice-president of Presbyterian Ministers Fund, died at his home at Collingdale, Pa., at the age of 45. He had been incapacitated by a heart ailment for the past two years and had been able to get to the office only rarely.

Mr. Loeble had been with Presbyterian Ministers Fund since 1936. He was one of the important figures in the Life Advertisers Assn. and was extremely popular with members of that group. He was a former secretary of L.A.A. and was a cofounder and chairman of the L.A.A. Keystone group.

In his earlier years he was a newspaper man at Philadelphia, New Orleans and Nashville.

**Louis St. John Thomas**, retired executive assistant of Shenandoah Life and father of Henry E. Thomas, first vice-president of that company, died in Roanoke. A native of Olney, Ill., the elder Mr. Thomas joined the company in 1916 as secretary of the medical department,

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.

EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. News Editor: F. A. Post. Associate Editors: D. R. Schilling, J. C. O'Connor. Assistant Editors: Richard J. Thain, John C. Burridge.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.

BUSINESS DEPT.: Howard J. Burridge, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer.

### BRANCH OFFICES IN KEY CITIES

**ATLANTA 3, GA.**—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Southeastern Manager.

**BOSTON 16, MASS.**—80 Boylston St.—Room 1227, Tel. Hubbard 8696. William A. Scanlon, Vice-President.

**CHICAGO 4, ILL.**—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, Associate Manager. L. N. Yellowlees, Advertising Manager.

**CINCINNATI 2, OHIO**—420 E. Fourth St.

Tel. Parkway 2140. Abner Thorp, Jr., Vice-President. George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor.

**DALLAS 1, TEXAS**—802 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Southwestern Manager.

**DES MOINES 12, IOWA**—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

**DETROIT 26, MICH.**—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards,

Resident Manager.

**KANSAS CITY 6, MO.**—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

**MINNEAPOLIS 2, MINN.**—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Kenneth O. Force,

Associate Editor. Business Dept.—Ralph E. Richman, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Manager.

**SAN FRANCISCO 4, CAL.**—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.





later becoming auditor and executive assistant and retiring in 1936.

**William F. Upshaw**, general agent of Aetna Life at Raleigh, died at his home after an illness of several months.

Mr. Upshaw graduated at University of Georgia in 1898. He began his insurance career in 1899, and joined Aetna in 1907 as assistant general agent for Georgia, which position he held until 1916 when he became general agent at Raleigh.

**Mrs. Erna B. Fetsch**, 65, wife of Harry C. Fetsch, first vice-president Ohio State Life, died in Columbus. Mr. Fetsch and a daughter survive.

**William F. Connor**, 78, retired, who had served as superintendent and promoter of district offices for Metropolitan Life in West Virginia, Ohio, New York and Massachusetts, died at his home in Ipswich, Mass. He was a native of Chicopee, Mass.

## Noted Metropolitan Research Man Dies

Corliss L. Parry, Ph. D., senior research associate in Metropolitan Life's business research bureau, died at his home at New Canaan, Conn., after an illness of several months. He had not been considered dangerously ill and his death, from a heart attack, was entirely unexpected. The funeral was at Jackson, O., where he was born 45 years ago.

Dr. Parry was educated at Oberlin College and at Ohio State University, obtaining his doctoral degree at the latter. He taught insurance at Ohio State for a time and later for a number of years was a lecturer on insurance at Columbia University. He was a member of two honorary societies, Phi Beta Kappa and Beta Gamma Sigma, and of Sigma Phi Epsilon.

Joining Metropolitan as research assistant in 1931, his intellectual capacity and talent for research soon brought him additional responsibilities. He became research associate and later senior research associate. His help on the book, "Industrial Life Insurance," by Malvin E. Davis, now actuary of Metropolitan, won him a special commendation from the author in the book's preface.

Extremely well informed on happenings in the business, he applied his trained mind to analyzing their significance. His views were frequently sought by insurance newspaper men and others in search of enlightenment and he was always extremely cordial and helpful. Before his illness he was active in the work of the life insurance investment research committee formed about a year ago.

Dr. Parry was active in the fields of economics and finance as well as insurance. He was a member of the American Economic Association, American Statistical Association and Royal Economic Society, among others. He was a charter member of the American Association of University Teachers of Insurance and for the last several years served on its executive committee. His writings, in addition to his doctoral dissertation on "Investment Policies of U. S. Legal Reserve Life Insurance Companies" included a number of ar-

## Equitable Life of Iowa Has Quebec Convention

(CONTINUED FROM PAGE 3)

Ward, Detroit, president; W. B. Strief, Des Moines, vice-president; R. H. Sheldon, Los Angeles, secretary. Agency Club, A. Freeman Mason, Philadelphia, president; E. E. Smith, Wichita, vice-president; H. E. Firby, Los Angeles, secretary.

Two veteran representatives were recognized at the banquet. Earl W. Lemonds, Sioux Falls, was presented as the 1946 member of the Hall of Honor, the highest recognition attainable by an agent. Mr. Hedges was presented as 1946 master agency builder, highest recognition attainable by a general agent. Recognition was accorded a large group of veteran members of the One-A-Week Club. Heading the list so recognized was the only remaining charter member, Ben Bloch, Peoria, who as of December 22, 1945, had completed 1350 weeks or 27 years of one-a-week production.

### Veterans' Panel

A discussion panel made up of returned war veterans, concluded the first day's business session. Presided over by Mr. Fuller, the panel was composed of Arnold Berg, home office field supervisor; J. T. Sherk, Sioux City; R. K. Barnes, Omaha, and A. M. Boex, Cincinnati.

At one business session addresses were featured by J. M. Utter, Seattle; G. L. Maltby, Kansas City; E. W. Lemonds, Sioux Falls; C. W. Chamberlain, Los Angeles, and Mr. Hubbell.

Following the traditional golf tournament and a tea for the ladies, the Agency Club convention adjourned.

### Organization Club

The Organization Club meeting, under the guidance of E. E. Smith, assistant agency vice-president, was featured by G. L. Hamlin, home office field supervisor; H. S. Bell, general agent at Seattle; Mr. Hedges, F. A. Smart. The general agents' meeting was brought to a close by Mr. Fuller.

The President's Club featured a round table discussion on business insurance under the guidance of E. E. Cooper, assistant agency vice-president, and participated in by G. R. Baker, San Francisco; J. M. Howell, Denver; Mr. Bloch; L. J. Beaucage, Portland; F. G. Sherer, Indianapolis, and A. H. Allison, Philadelphia.

The annual president's banquet completed the formal part of the four-day meeting.

Articles on investments and insurance, including some for the Encyclopedia Americana.

### Country Life Agents' Outing

Country Life entertained its 75 top producers and their wives at a two-day outing at the Waukazoo Inn, Holland, Mich. There were no business sessions and the entire outing was given over to relaxation, sports and entertainment.

**Sidney Ross** has been appointed assistant district manager for Metropolitan at Kokomo, Ind. He is a veteran of five years in the AAF.

## ...the right formula

Take a good company with adequate facilities...add an ambitious agent...and you have the formula for continuous growth. It is significant that Continental Assurance has grown each and every year since inception...a record impossible of attainment without corresponding growth on the part of individual Continental field units. Our formula must be right.

*One of America's Largest, Strongest  
Life Insurance Institutions*

# Continental

## ASSURANCE COMPANY

CHICAGO, ILLINOIS

*Affiliates:*

CONTINENTAL CASUALTY COMPANY  
TRANSPORTATION INSURANCE COMPANY

### "Registered Policy Protection"

A strong Texas life company providing

#### COMPLETE PERSONAL PROTECTION

... every type of life insurance, annuity, health, accident, and hospitalization contract  
... plus Registered Policy Protection ... prompt, friendly, personal Policyowners' Service ... a highly selective Agency with continuous training, among the first in the nation to enjoy Lifetime Service Commissions and Agents' Pension Plan.

M. ALLEN ANDERSON, First Vice President, Director of Agencies

Theo. P. Beasley,  
President

DALLAS 8, TEXAS  
HOME OFFICE

REPUBLIC NATIONAL LIFE INSURANCE CO



## LIFE AGENCY CHANGES

### J. M. Darling Succeeds Ellinger at Kansas City

M. R. Ellinger, for the past 10 years Kansas City manager of Northwestern National, has, because of ill health, requested to be relieved of active supervision of the agency and is being succeeded by John M. Darling, whom he was instrumental in bringing to the

company more than a decade ago.

Mr. Ellinger will continue as associate manager, on a limited basis.

Mr. Darling started 11 years ago in Missouri as agent and then general agent, subsequently was made supervisor in the White & Odell agency at Minneapolis and then a member of the home office field service staff. He completed 2½ years of service in the Navy in December. He was discharged as

a lieutenant commander. He is a graduate of University of Chicago and is a C.L.U.

### Mutual Life Names Waggoner in Boston

Mutual Life has named Leland T. Waggoner manager of the Boston agency

succeeding J. A. Lanigan, who has retired. A luncheon was held at the Parker house at which Ward Phelps, New England agency supervisor, introduced Mr. Waggoner to field men in that area. A dinner was given that evening in connection with the ceremonies and was attended by local insurance, banking and industrial leaders. Officers of Mutual Life also were there, including A. E. Patterson, executive vice-president.

Following graduation from college Mr. Waggoner joined Mutual Life as a field underwriter in 1934 at Marysville. He became a C.L.U. and graduated from the Life Insurance Agency Management Association's Manager's School.

He entered service in 1942 and served until 1945 as a lieutenant in the navy. Before his discharge he was assigned to foreign duty as district benefits and insurance officer, serving at Pearl Harbor. He also was an adviser on insurance to the Pacific fleet and all Marine forces in that theater.

Mr. Patterson, in an address upon the occasion, declared that all life underwriters should renew their efforts in aiding veterans to keep their government life insurance in force.

### DeLisser Opens "Showroom" Life Agency Office on L. I.

Horace E. DeLisser, for many years an automobile dealer, has opened a life insurance showroom, information and service center at 65 West Sunrise highway, Freeport, L. I.

The firm, Horace E. DeLisser & Associates, has a New York office at 347 Madison avenue.

Mr. DeLisser predicts that within 10 years every city and village in America with a population of 10,000 or over will have a ground-floor life insurance showroom, not unlike the present automobile dealer showrooms in suburban communities.

### Redding Montana Aid for N. Y. Life

Austin Redding has been appointed assistant manager of the Montana branch of New York Life.

Mr. Redding is a graduate of the Uni-

versity of Southern California and was with New York Life for three years prior to service with the army air force.

### Neely Heads Shenandoah Home Office Agency

Julius T. Neely has been appointed manager of the home office agency of Shenandoah Life at Roanoke.

Mr. Neely assumes his duties with qualifications based on 19 years experience as a manager and personal producer. He became associated with Shenandoah Life in 1944 in the position of unit manager. In 1945 he was named supervisor and in 1946 he was appointed assistant manager of the home office agency. During the past two years he has made an outstanding record of agency building.



J. T. Neely



L. T. Waggoner

### P. C. Simpson Metropolitan Manager at Knoxville

Paul C. Simpson, former manager of Metropolitan's Chickamauga district, Chattanooga, has returned from the navy, and taken charge at Knoxville. He succeeds Leonard L. Baker who has retired.

After Mr. Simpson was graduated from Vanderbilt University law school in 1933, he practiced law and did research work for the Tennessee Department of Education. He joined Metropolitan in Nashville in 1934 and was made assistant manager at Knoxville in 1935 and served in that capacity at Nashville. He was named manager at Chattanooga in 1940.

### Dunning Is New York Life Spokane Branch Manager

New York Life has appointed J. D. Dunning manager of the Spokane, Wash. branch office, succeeding W. H. Pierre. He rejoined the company last December following three years in the navy. He goes to Spokane from the San Francisco branch office where he has been training supervisor for the Pacific division since his discharge.

Mr. Dunning joined the company in Decatur, Ill. in 1930, was named assistant manager of that branch in 1935 and later was appointed assistant manager of the Indianapolis and Louisville branch offices. In 1941 he was named manager of the Waterloo, Ia. office. He is a native of Spokane.

### John Hancock Now in Harrisburg

A new district agency has been opened at Harrisburg, Pa., by John Hancock

## GENERAL AGENCY OPENINGS

in

Northern Ohio

Southern Ohio

Western Michigan

Western Tennessee

Territory also available in other states



Complete Home Office Cooperation  
Liberal Agency Contract

Policies issued from ages one day to sixty-five years

Company in 52nd Year of Dependable Service



## THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

## WANTED!

### STATE AND ASSISTANT STATE MANAGERS

A large and well-established Life Insurance Company, operating throughout the United States, has openings for men with managerial experience who can earn between \$5000 and \$10,000 per year. Excellent opportunities in the following states:

INDIANA  
PENNSYLVANIA

ARKANSAS  
MISSISSIPPI

LOUISIANA  
GEORGIA

Send photo and give age and experience in first letter—all inquiries will be considered confidential. Write Box E-56, THE NATIONAL UNDERWRITER, 175 West Jackson Blvd., Chicago, Illinois.

\$250 to \$500 single

1000 Rooms—1000 Baths



### WHERE YOUR COMFORT COMES FIRST

Here at the Prince George guests enjoy the homey luxury and genuine comforts seldom found in other New York hotels. 1,000 spacious, tastefully furnished, rooms, all with bath. Five famous restaurants and a cafeteria. Quiet, yet within 3 minutes of the shopping district. Low rates make the Prince George New York's most outstanding hotel value. Write for booklet NUL.

Single room with bath from \$2.50  
Double room with bath from \$4.00

Prince George Hotel  
at 14 East 28th Street New York 16, N.Y.

Charles F. Rogers, Jr., Manager



Mutual with Maxwell R. Forstar as manager. He formerly was assistant district manager at Philadelphia.

The company also has named E. R. Bergeman district manager at Sioux City, Ia. He formerly was assistant district manager at Aurora, Ill.

James T. Dillon, assistant district manager at Oakland, Calif., has been promoted to district manager.

#### Jack Warshauer Names Two Aids

Harry Haiblum and Pat L. Klyne have been named assistant managers of the Jack Warshauer agency of Guardian Life at Brooklyn. Mr. Haiblum joined the agency in 1931 as cashier and in 1939 became brokerage supervisor. He served in the army as a lieutenant. He is a graduate of C.C.N.Y. He is in charge of the brokerage department.

Mr. Klyne has been with Guardian since 1939. He attended Cornell University, is a C.L.U. and is vice-president of the Brooklyn Life Supervisors Association.

#### Correct Union Central Ind. Total

Ordinary insurance in force of Union Central Life in Indiana, shown as \$578,542 in a recent issue of THE NATIONAL UNDERWRITER is incorrect. Union Central Life has \$22,766,459 ordinary in force in that state.

#### Johnson Returns to Tacoma

Following an absence of 14 months, much of the time overseas as a field director for the American Red Cross, Otto L. Johnson has rejoined Equitable Life

of Iowa as manager at Tacoma, Wash. He has been district manager of Equitable for 17 years.

#### Gillespie Security L. & A. Manager

Security Life & Accident has appointed C. Morris Gillespie manager at Scottsbluff, Neb. His father, E. R. Gillespie, is manager of the Greeley, Colo., office.

## COMPANY MEN

#### Carlson Succeeds Father as Reliance Mutual Head

O. W. Carlson, founder and president of Reliance Mutual Life of Chicago, who was its active head until he suffered a heart attack in March, has been succeeded in the presidency by his son, H. O. Carlson, who was formerly actuary of the company and head of the agency department. He returned from service and immediately took up the presidential duties. His father remains as a director, attends directors' meetings and is available for consultation at any time. H. O. Carlson retains the position of actuary and heads that department.

N. B. Anderson, who was Mr. Carlson's assistant in production work, is now made superintendent of agents.

Reliance Mutual is writing twice as much business this year as it did last. It is operating in Illinois, Indiana and Minnesota. It is operating both on the general agency and salaried plans. It has established general agencies at various points and now has instituted a class of young men who are undergoing special and intensive training for field work.

W. Balfanz has devised the training course and is in charge of the salaried agents. These young men are placed on a salary basis and as soon as they are fitted they will be sent to strategic points where they are to establish contacts and have agencies. They will be well developed by the time they are sent into the field.

The company has a combined salary and commission contract, the commissions being based on insurance in force. The present management consists of young men who are very much interested in what they are doing, and they are attracting excellent talent. Most of the young men who are put in the salary class and will take the course are former service men.

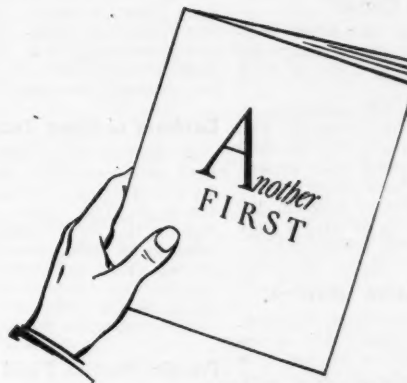
#### Heezen Named Actuary of Country Life

Dirk Heezen has been named actuary of Country Life succeeding Ray Ely who has become group actuary of General American. Mr. Heezen had held the job for two years while Mr. Ely was in the army. He was with National Guardian Life for 13 years prior to 1944 and had previously been with the old Southern Central Life, Empire Life, and Haight, Davis & Haight, Indianapolis actuaries. He is a graduate of Grinnell college.

#### Potwin to Coast as Conn. Mutual Agency Consultant

A. S. Potwin has been appointed Pacific coast consultant for seven Connecticut Mutual agencies on the western seaboard. His duties will concern business insurance, employee pension plans, estate conservation and insurance taxation. Until recently he was connected with the company's agency department, and formerly was a member of the legal department.

Mr. Potwin has had wide experience, having served on special committees of the Association of Life Insurance Presidents in conferences with the treasury department on pension trusts and salary stabilization regulations. During the war he was with Pacific naval intelligence. He plans to develop private



#### READ THE STORY of the BRISTOL-MYERS employee benefit plan

This new plan, recently adopted by Bristol-Myers, nationally known maker of drug items, has changed all previous ideas about how to secure good employee relations and complete cooperation with management. It outmodes former approaches to these problems. The plan is practical and successful. Executives of companies will want to check the details for possible application to their own problems... so will Life Underwriters.

Send for a copy of this booklet

Occidental Life Insurance Company of California

V. H. JENKINS VICE PRESIDENT

"We pay lifetime renewals — they last as long as you do"



## GUARDIAN of TOMORROW

It is an unusual American who does not have as a primary goal—future security for himself and his family. Yet perhaps nothing so universally desired is more impossible of attainment when the individual must depend only on himself.

But through life insurance such security is available to everyone, and we at Provident have helped an ever-increasing number of Americans face the unpredictable future with confidence. For three decades we have been able to provide for the future security of more and more people through a program of conservative growth... based on sound, safe, financial principles.

If we are to be the guardians of tomorrow for yet more and more people, we must build for tomorrow. That is our planned course.

### THE PROVIDENT LIFE INSURANCE COMPANY

BISMARCK, NORTH DAKOTA  
WESTERN OFFICE  
208 PLATT BLDG.  
PORTLAND, ORE.



## Complete Protection

- Life • Accident • Health
- Annuities • Hospitalization • Group
- All-Ways

### BUSINESS MEN'S ASSURANCE COMPANY

KANSAS CITY, MISSOURI

W. T. GRANT  
Chairman  
J. C. HIGDON  
President

clientele in addition to his company consultative duties.

### Honor Dash on 16th Year

Emanuel Dash, president Dascit Underwriters Inc., general agents United States Life, was honored at a dinner in New York on his 16th anniversary as general agent.

### Schaus Mutual Life Editor

Peter J. Schaus has succeeded Walter S. Story as editor of the magazine for employees of Mutual Life of New York.

Mr. Schaus joined the company in 1920, as secretary to Granville M. White, former vice-president. In 1929 he was transferred to the risks department where he has been since.

Mr. Schaus was at one time in the newspaper field. As an artist, he is a contributor to national magazines.

### Auto Finance Co. Loan Granted

Motor Finance Corporation, Newark, N. J., has sold a \$3 million 3 3/4% subordinated note, due 1961, to Mutual Life of New York. Proceeds are to be used to finance an enlarged volume of business.

## SALES MEETS

### Celebrate Spring Drive Success

Representatives of the Buffalo, Erie and Rochester agencies of New York Life held their spring sales campaign celebration in Buffalo. C. C. Browning, Buffalo manager, reported that sales during the drive, which ran from April 8 to June 7, more than doubled last year's figures. John Sinclair, executive vice-president, and Dudley Dowell, vice-president, both from the home office, praised the campaign results.

### Bankers of Iowa Training School

A district sales training school was held at Denver last week by Bankers Life of Des Moines for 11 agencies of the area. The school was under direction of T. H. Tomlinson, manager of sales promotion, and 21 salesmen attended. Leo A. Pryor of the L. C. Warning Agency, Oklahoma City, was leader in qualifying production with \$180,000. Total production was \$1,449,908.

### Pacific Mutual Field Schools

Since the first of the year, Pacific Mutual Life has conducted six advanced

training schools—at Atlantic City, Savannah, Chicago, Oklahoma City, Colorado and in northern California. Total enrollment has exceeded 400 and more than 40% of these are ex-service men. Five-day sessions were conducted at each point, with vice-president W. M. Rothaermel, Carter H. Bryant, field director, and John Ford, assistant field director, in charge. The program for each school centered around Pacific Mutual's plan of coordinated induction, training, prospecting and merchandising.

## COMPANIES

### U. S. Life in New Home Office

United States Life has moved into its new home office at 84 William street, the corner of Maiden Lane, New York City. The company purchased the building last fall and has extensively remodelled it to permit better coordination of departmental activities.

### Form New Wash. National Unit

A new industrial division in the eastern territory has been created by Washington National. The new unit comprises all districts in New Jersey. John L. Elliott has been named manager.

### N. E. Mutual Buys Property

BOSTON — New England Mutual Life has entered into an agreement for the purchase of the property adjoining its new home office building on Boylston street now owned and occupied by the Boston Society of Natural History. Bradford Washburn, museum director, stated his organization will continue to occupy the building until conditions permit the construction of a new museum.

## MANAGERS

### Mason Rochester President

The Rochester Life Managers Association at the annual meeting at Oak Hill Country Club elected as president, F. L. Mason, Travelers; vice-president, Glen M. Reem, Guardian Life; secretary, Arthur H. Gehrke, Union Central; treasurer, Harold H. Baxter, State Mutual; directors, David L. Roberts, Equitable of Iowa; Tim Crowe, New York Life, and Anthony J. Klug, John Hancock.

### E. L. Smith New Neb. President

E. L. Smith, National Life & Accident, was elected president at the annual meeting of the Nebraska Life Agency Managers Assn. at the Omaha Field Club. W. A. Fraser, Bankers Life, is vice-president; Ned G. Patrick, Massachusetts Mutual, second vice-president and Arthur J. Benson, State Mutual, secretary. The entire group of more than 30 were dinner guests of Guarantee Mutual Life. A. B. Olson, vice-president of that company, spoke briefly and entertainment was furnished by Ed. Rosenquist, Travelers. Prizes were awarded for golfing.

Floyd H. Eldredge, Union Central, the retiring president, presided at the business session.

John P. Costello, Southwestern Life, Dallas, addressed the luncheon meeting Monday of the Fort Worth Life Managers & General Agents Club on agents compensation matters.

### Anderson Goes to Salt Lake

LOS ANGELES—J. A. Anderson, assistant district manager of District 3, Prudential, has been promoted and transferred to Salt Lake City as manager.

Vice-president A. West of Reliance Life, was a visitor in Los Angeles, calling at the Pacific Coast headquarters.

## CHICAGO

### AGENCY ENJOYS TWO OUTINGS

Agents in the La Salle ordinary agency of Prudential in Chicago spent two days in recreation at Starved Rock Lodge, Starved Rock, Ill., as a reward for their fine production record in May, which was "Chace month" honoring G. H. Chace, vice-president. The agency's annual outing was held June 25 at Sportsmen's golf course near Northbrook, Ill., with Manager A. Van Goldman as host. Golf and the annual softball tournament were followed by a cocktail hour and chicken supper. A. W. Mattenson, special agent, captained the winning softball team during an afternoon of sports.

### OWENS IS GOTTSCHALL AID

Llewellyn G. Owens has been appointed assistant to Walter L. Gottschall, director of agencies of Equitable Society with headquarters at Chicago. Mr. Owens was discharged from the navy as a lieutenant commander. He was in Mr. Gottschall's unit under the old Kellogg agency.

An earlier article indicating that he had been named assistant director, was incorrect.

## AGENCY NEWS

### Ramsay Agency Annual Dinner

The annual dinner of the John A. Ramsay agency of Connecticut Mutual Life in Newark honored the 79th birthday of Mrs. Edith B. Ramsay, mother of General Agent Ramsay. Vincent B. Coffin, vice-president and superintendent of agencies, and Mrs. Coffin were guests.

The Ramsay agency made a gain of 141% for the first quarter as compared

*"The Company Back of the Contract"*



## Fidelity's LOW RATE LIFE proves a winner!

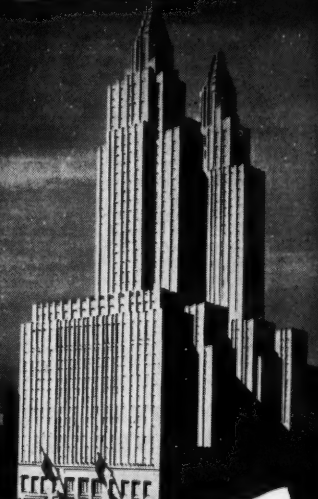
Only five months old, this policy now leads all the other policy forms issued by the company.

Fidelity's new Low Rate Life is issued from ages 10 to 55 inclusive. Minimum policy \$5,000.

## THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

The Parkway at Fairmount Avenue  
PHILADELPHIA  
E. A. ROBERTS, President

*Dedicated  
to Friendliness  
and Service*



*The  
WALDORF  
ASTORIA*

Park Avenue • 49th to 50th • New York



with last year and a 247% gain in March over March, 1945.

### Myron E. Bay Feted at Newark

Myron E. Bay celebrated his 25th anniversary as Newark manager of Guardian Life at a luncheon in his honor at which President James A. McLain, principal speaker, presented Mr. Bay with his silver anniversary pin and with a desk set. Other Guardian

officers attending were Frank F. Weidenborner, agency vice-president; George L. Mendes and John C. Slattery, agency directors; Edward Ruge, underwriting secretary, and Dr. Maurice B. Bender, medical director.

Newark, N. J., agency of Aetna Life gained 30% to July this year over last year in life production. A 100% accident and 30% group gain were shown by Arthur G. Derr, general agent.

morning session. Luncheon speaker was W. V. Walker, executive vice-president of Life & Casualty on "The Value of Man."

A resolution was adopted that the association make every effort to encourage veterans to continue NSLI. Educational committee reported progress made toward a life insurance course in the secondary schools.

Committee on planning recommended that a modern agents' qualification law be enacted, that a state speaker bureau be organized and that a monthly bulletin service be provided for each member.

Closing address was delivered by Wayman L. Dean, Life & Casualty manager at Jacksonville, Fla., and trustee of the national assn.

### Wimbish Named Georgia Head

S. B. Wimbish, manager at Rome for National Life & Accident, was elected president of the Georgia State Assn. of Life Underwriters at the annual meeting last month at Savannah. He succeeds Charles J. Currie. Carl Seiler, Savannah, is the new vice-president.

### Kelley New Maine President

About 300 turned out for the annual meeting of the Maine Life Underwriters Assn. at Lakewood. The new president is Edward J. Kelley of Portland, superintendent of Prudential.

R. E. Irish, president of Union Mutual Life, gave the welcoming address. James L. Lee, president Southern Maine assn. presented quality awards to 21 members. Don H. Stimpson of Portland was program chairman.

Atlanta, Ga.—Willis J. Milner, Georgia manager of Life of Virginia, was elected president, succeeding Everhart Cunningham, associate state manager of the same company. W. R. Woodward was named first vice-president; L. H. Guest, second vice-president. The 1945 National Quality Award certificates were presented to several members.

The directors went on record as opposed to issuance of preferred risk policies with reduced commissions on the grounds that such practice is neither in the best interest of the agent nor of the public.

Long Beach, Cal.—C. E. Cleeton, general agent for Occidental Life and a candidate for trustee of the National association, spoke on "The Old Gray Mare Ain't What She Used to Be."

Knoxville, Tenn.—W. L. Ross was elected president to succeed Frank M. Dedman. Other new officers are: W. L. Donald, Jr., vice-president; T. J. Martin, Jr., secretary; F. H. Campbell, treasurer; W. L. Ambrose, national committeeman.

Enid, Okla.—C. F. Korthank, district manager Kansas City Life, was elected president; J. J. Venters vice-president; J. T. Tresner, secretary, and A. S. Croon, national committeemen. H. F. Donnelley is immediate past president.

Marion, O.—L. K. McGinnis has been elected president; W. L. J. Ashworth, vice-president; Carson Cook, secretary. One hundred percent plaques were pre-

sented the Ohio State Life and the Mutual Life agencies. National quality awards were won by five members.

Tacoma, Wash.—Donald F. Barnes, N.A.L.U. director of research, discussed future insurance trends. D. C. MacEwen, head of the accident department of Occidental Life, talked on "Guaranteed Income."

Los Angeles—Officers were elected and National Quality Award certificates presented to 71 members, an all time high. Membership report showed 941 as against 812 at the same date last year. President Edward Choate was presented a handsome plaque in recognition of his work as president.

Helena, Mont.—Harold E. Longmaid, Jr., New York Life, is the new president. Charles Cartwright is vice-president and Chauncey P. Biffe, secretary-treasurer. Edgar Spiker, Montana director for NSLI, spoke on adjustments of national service policies.

Jacksonville, Fla.—Lamar Rosear was elected president; James P. McNeil, vice-president; Comer C. Pierce, secretary; James H. Randolph, national committeeman.

Ocala, Fla.—C. Alexander Smith was elected president; James W. Nesmith, vice-president; J. H. Kohli, reelected secretary, and George Martin, national executive committeeman.

Charleston, W. Va.—New president is Denver H. Bird, Shenandoah Life; vice-president, Lee Clark, Bankers Life of Iowa; secretary, Alfred Hanson, Prudential.

New directors are Charles Cammack, John Hancock; Andrew Jeter, Connecticut General; Isaac Schuman, Lincoln National.

LeRoy L. Osborn, Commonwealth Life, retiring president, reported membership increase from 107 to 212.

Chester, Pa.—Commissioner Neel, in addressing a luncheon meeting of the Delaware county assn. urged that local associations cooperate with the Pennsylvania State Association of Life Underwriters in preparing for the consideration of this legislation by the 1947 session of the legislature.

## RECORDS

Manhattan Life—May paid-for totaled \$4,020,468, second largest in the company's history. In force as of June 1 stood at an all time high of \$160,810,339.

Alliance Life—Production in the 1946 "Sweepstakes" campaign which closes June 30 is at an all-time high.

Pacific Mutual Life—Reports gain of 46% in amount paid for in the six months ending June 15, as compared with last year.

### Schick Heads Newark Unit

Albert J. Schick, Prudential, was elected president of the Newark C.L.U. William H. Gilbert, Connecticut General, is vice-president and George J. Cohen, Metropolitan, secretary.

The new trustees are: R. Barry Greene, Connecticut General, retiring president; David A. Brumfield, Phoenix Mutual; Marvin Henkel, Mutual Benefit, and Charles W. Campbell, Prudential.

## NEWS OF LIFE ASSOCIATIONS

### Alabamans Vote Executive Secretary and Dues Hike

The Alabama Assn. of Life Underwriters at its annual meeting in Birmingham voted to employ an executive secretary, to raise dues to \$2 per year and to incorporate the association. New officers elected are J. Hunter Grant, Reliance Life manager at Mobile, president; C. Allen Hopkins, New England Mutual general agent at Montgomery,

vice-president, and W. J. Hendricks, American National manager at Mobile, secretary-treasurer.

Membership committee reported 742 members, an increase of 288 over 1945. Local associations represented at the meeting were Gadsden, Anniston, Birmingham, Decatur, Mobile, Montgomery, Muscle Shoals and Tuscaloosa. The extension committee reported new associations at Decatur and Dothan and preliminary work at Huntsville, Alexander City and Selma.

E. Tom Proctor, Northwestern Mutual general agent at Nashville and president elect of the Tennessee assn., discussed business life insurance at the

## Ten Oscars!

The 1946 National Quality award was received by the following ten members of the Ohio National Life Insurance Company Field Force:

Cliff L. Morse	Ionia, Michigan
Thomas J. Miller	Cincinnati, Ohio
Samuel C. Baber	West Jefferson, Ohio
Norman J. Tschantz	Canton, Ohio
George W. Weitzel	Camp Hill, Pennsylvania
Jonas K. Eby	Mountville, Pennsylvania
Walter M. Straw	Marysville, Pennsylvania
H. R. Lindemberger	York, Pennsylvania
Emmett Millholland	Columbus, Ohio
Russel H. Moore	Lansing, Michigan

The recipients of this National Quality Award are selected by a joint committee of the Life Insurance Managers Association and the National Association of Life Underwriters.

THE OHIO NATIONAL LIFE INSURANCE COMPANY  
T. W. Appleby, Pres. CINCINNATI, OHIO

THE OHIO NATIONAL  
LIFE INSURANCE COMPANY

CINCINNATI, OHIO



## SUPERVISORS WANTED

A recently organized Southern Life Insurance Company desires to employ several capable supervisors who can sell life insurance to a high grade clientele of business and professional people, from leads which will be furnished. The position will pay substantial salary and expenses with opportunity for promotion as State Manager. If you are ambitious to go places in the life insurance profession here is the place to give your talents room for the personal development you are seeking. In answer give complete history of yourself. Our representatives know about this advertisement. Address your reply to Box G-66, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.



## PLANS! PLANS!! PLANS!!!

Men of Vision look to the future for new ideas, draw confidently on past experience, act with radiant enthusiasm. Similarly Anico's "Men of Vision" are building their future on new selling ideas, tapping a reservoir of confidence from Anico's 40 proven years of experienced life insurance service, self reliant in the thought of the brilliant profitable years ahead.

For men of Anico, 1945 has been a banner new year . . . so if you're planning a promising future, plan today the *Anico way*.

OVER A BILLION *Now* \$1,350,000,000 INSURANCE IN FORCE

**American National  
INSURANCE COMPANY**

GALVESTON, TEXAS — W. L. Moody, Jr., President

## FREEDOM FROM TYRANNY

Our forefathers, in freeing us from the tyranny of unfair government, gave to us the greatest of all things — Freedom of Worship, Freedom of Speech, Freedom of the Press and the Right of Assembly — FREEDOM TO PROTECT OUR LOVED ONES TO THE BEST OF OUR ABILITY.

We fought the last war, successfully, because we felt that here in America we had a way of life worth fighting for — because we knew our way of life guaranteed to all people, both great and small, the privilege of being free of the tyranny that arises on the foundation of want.

Through Life Insurance millions of Americans, holding some 76,000,000 policies, have guaranteed freedom from want and resulting tyranny for themselves and their loved ones. Are you interested in the profession of Life Underwriting? You will find it pays to be friendly with



**PEOPLES LIFE INSURANCE COMPANY**

"The Friendly Company"

FRANKFORT

INDIANA

## Preserve Competition, Berge Plea

(CONTINUED FROM PAGE 8)

invitation to continue a system of private regimentation under a cloak of state protection. Nor was it a declaration that the states could establish islands of immunity from the antitrust laws for the furtherance of private group interests.

What the McCarran act does is to declare a moratorium on the application of the antitrust laws to the business of insurance until Jan. 1, 1948. But section 2(b) of the act provides:

"No act of Congress shall be construed to invalidate, impair, or supersede any law enacted by any state for the purpose of regulating the business of insurance, or which imposes a fee or tax upon such business, unless such act specifically relates to the business of insurance: Provided, That after Jan. 1, 1948, the act of July 2, 1890, as amended, known as the Sherman act, and the act of Oct. 15, 1914, as amended, known as the Clayton act, and the act of September 26, 1914, known as the federal trade commission act, as amended, shall be applicable to the business of insurance to the extent that such business is not regulated by state law."

### Restates the Purpose

Thus Congress declared that no act of Congress shall be construed to invalidate state regulatory or tax laws unless it expressly relates to insurance, and that after Jan. 1, 1948, the antitrust laws shall apply to the business of insurance to the extent that such business is not regulated by state law.

A narrow legalistic approach to the interpretation of the McCarran act will defeat its own ends. Insurance companies are not thereby to be permitted to make contracts and agreements in restraint of trade, to monopolize or attempt to monopolize interstate commerce, or otherwise to engage in restrictive practices.

The states have the opportunity to re-examine and re-constitute their regulatory laws for the orderly correction of abuses which have existed in the insurance business. Fairness, efficiency and the preservation of competitive opportunity should be the criteria. If the attempt fails, the answer must lie with Congress and the courts.

(At this point Mr. Berge gave a discussion of rate regulation which is of interest solely to fire-casualty people.)

I am pleased to note that the reports coming to me demonstrate that yeomen efforts are being exerted by all branches of the industry, and by the insurance commissioners of the several states, to eliminate restrictions and abuses and to formulate proper legislation. The major stock company organizations have abolished the so-called "separation rule." The fire insurance companies represented in the Insurance Executives Association have made a commitment to the superintendent of insurance of New York that they will not, by agreement or acquiescence, be bound to any rules involving the principles of "separation" or "non-intercourse." Let us hope that these efforts to preserve freedom of enterprise will be successful.

I have already stated that one of the charges which was made following the S.E.U.A. decision was that it would

mean the end of the American agency system. Here again, I think that the passage of time has clearly demonstrated the baseless nature of the claim.

There was nothing in the department's case nor in the Court's opinion which could in any way reflect upon the agency system. Nor does the organization of agents into associations for the furtherance of competitive objectives draw with it condemnation under the Sherman act. It is the natural tendency of individuals with common interests to group themselves for common advantage. In business and labor, in agriculture, among veterans and others, an improved understanding of the relation of individual interests to community interests can thus be promoted. There is no inherent inconsistency between the existence of such organizations and the principles of a free economy. Associations can properly exist in the insurance field just as they do in almost every field of business subject to the antitrust laws. These associations can aid in promoting the democratic process. But the power of any group must not be perverted to serve selfish or special interests to the detriment of the broad social or economic order. They must not further monopolistic practices or restrict the freedom of the channels of commerce. Social responsibility is a necessary characteristic of group activity.

### Lauds the Agent

Insurance agents and their organizations have long been an integral part of the competitive aspect of the insurance business. It is to the agent that the purchaser of insurance looks for advice and guidance. The agent is most important in interstate insurance distribution. Insofar as the activities of agents are part of the stream of interstate commerce or affect that commerce, they must avoid practices which hamper free operation of the insurance market or free access to that market.

I believe that the Sherman act stands between all industry and government control. I believe that it stands between the insurance industry and further government control. I have pointed out that concentration of private power in industry becomes a challenge and an invitation to those who would concentrate economic control in government. If competition is not a satisfactory regulator of the market, then the government ultimately becomes the regulator. In some fields, notably public utilities, we have long accepted the inevitability of government regulation. But it is traditional American belief that the field of industrial life in which government regulation is substituted for competition should be kept as narrow as possible. Every time an exemption is made from the antitrust laws, some form of government regulation must sooner or later be substituted. The American people would not long put up with unregulated monopoly.

I, therefore, strongly urge that businessmen should deplore the tendency of special groups to seek legislative exemption from the Sherman act. The moratorium period provided by the McCarran act allows ample time for the

## HOME OFFICE UNDERWRITER NEEDED

A young and progressive Southern life insurance company has opening for a young man who has had training and experience in underwriting ordinary applications and who is employed at present as an assistant underwriter. The person selected will be Chief Underwriter. Tell all about yourself in first letter. All inquiries will be considered confidential.

Write Box G-61, The National Underwriter  
175 West Jackson Blvd., Chicago, Illinois

state  
ulato  
to ad  
stices  
the S  
dustr  
seek  
from  
the  
have  
exam  
tha  
thes  
terpr  
in th  
neces  
gover  
tries-  
see o  
In  
dustr  
econ  
For  
enter  
realit  
privi  
a ste  
there

Con  
Cen

be ju  
and o  
Th  
ing  
The  
coura  
is go  
coura  
curity  
Gov  
who  
presic  
pletin  
cusse  
opme

N.  
Ag

MI  
ord c  
the 6  
west  
here  
to ho  
the h  
side  
has b  
A d  
Thom  
tion  
welco  
honor  
fied f  
by G  
After  
ficers  
his an  
Yeste

Acac

Acac  
Banff  
comp  
busin  
sonne  
tende  
office  
party  
wide  
and b

Gra  
rector  
tual I  
marrie  
servic  
of str  
by hi  
weddi  
Eds  
charg  
Cross  
tive d  
ceed  
forme  
rector  
plan.



states to work out appropriate state regulatory legislation and for the industry to adjust itself to such changes in practices as seem necessary to comply with the Sherman act. I hope that the industry will not feel that it is necessary to seek additional legislative exemption from the Sherman act. Other groups—the railroads and press associations—have gone to Congress seeking antitrust exemption. I am confidently expecting that Congress will refuse to take any of these groups out of a society of free enterprise. I believe that to do so would, in the long run, merely be to create the necessity for further and more stringent government regulation of these industries—a result which I would not like to see occur.

In cooperation with government, industry must work to perpetuate a free economy. Wise leadership is essential. For if our present system fails, if free enterprise becomes a sham and not a reality, if private groups abuse their privileges—then industry will have taken a step toward public control from which there may be no returning.

### Conn. Mutual Agents at Centennial Gathering

(CONTINUED FROM PAGE 2)

be judged on its record of sales, service and conservation.

The agent serves the nation by helping citizens attain economic security. The more secure a man is the more courageous he becomes and the nation is going to need a great deal of the courageous leadership that economic security makes possible.

Governor Baldwin of Connecticut, who will take over the duties of vice-president and general counsel on completing his term of office in January, discussed national and international developments.

### N. W. Mutual Agents Meet

MILWAUKEE—Because of the record crowd that will be in attendance at the 66th annual meeting of the Northwestern Mutual Association of Agents here July 22-24, it was found necessary to hold the opening session outside of the home office auditorium. The Riverside theater in downtown Milwaukee has been engaged for this purpose.

A dramatic opening has been prepared. Thomas A. Lauer of Joliet, Ill., association president, will be chairman and welcome the agents. Presentation of honors and awards to agents who qualified for production clubs will be made by Grant L. Hill, director of agencies. After presenting company executive officers, M. J. Cleary, president, will give his annual message on "Life Insurance—Yesterday, Today and Tomorrow!"

### Acacia Mutual Has Parley

Acacia Mutual held a convention at Banff, Alberta, in celebration of the company's first \$500 million written business-in-force. More than 700 personnel, officers, wives and producers attended. A special train from the home office carried most of the attending party. The schedule at Banff included a wide selection of recreation activities and business sessions.

Grant B. Hill, son of G. L. Hill, director of agencies of Northwestern Mutual Life, and Kitty Lou Prescott, were married at Milwaukee. The groom saw service in the CBI theater with the office of strategic services. A parachute used by him furnished silk for the bride's wedding gown.

Edson P. Lichty, assistant director in charge of enrollment of Chicago Blue Cross since 1944, has been elected executive director of the Chicago plan to succeed John R. Mannix. Mr. Lichty is a former director of the Iowa plan and director of enrollment for the New York plan.

## POLICIES

### N. E. Mutual Lowers Juvenile Limit

New England Mutual, which previously issued juvenile insurance down to age 5, now will issue it as low as age 1. Death benefit for each \$1,000 ultimate amount age 5 is: Age 1, \$200; age 2, \$400; age 3, \$600; age 4, \$800.

A supplemental agreement in event of applicant's death waives premiums from the death of the applicant to the policy anniversary nearest the insured's 25th birthday. Another agreement provides for waiver of premium in event of applicant's disability before age 60 or death until the premium anniversary nearest the 21st birthday of insured.

Annual premiums, not for use in New York, and not including the payor clause, are:

Ages	1	2	3	4
30 Pay. Life....	\$20.00	\$20.00	\$19.80	\$19.60
20 Pay. Life....	24.90	24.90	24.70	24.40
30 Yr. End....	31.70	31.60	31.30	31.00
20 Yr. End....	48.60	48.60	48.30	47.90
End. at 18....	57.80	61.80	66.00	70.60
End. at 19....	54.40	57.90	61.50	65.50
End. at 20....	51.30	54.40	57.60	61.10
End. at 21....	48.60	51.40	54.20	57.20
Ret. at 55, male	24.29	24.74	25.10	25.47
Ret. at 55, fem.	25.88	26.40	26.84	27.29

Ages	1	2	3	4
30 Pay. Life....	\$4.28	\$4.28	\$4.28	\$4.28
20 Pay. Life....	4.53	4.54	4.54	4.53
30 Yr. End....	4.88	4.89	4.89	4.88
20 Yr. End....	5.76	5.79	5.79	5.78
Ret. Income				
55, male....	4.24	4.27	4.30	4.33
Ret. Income				
55, female....	4.31	4.35	4.38	4.42

### Dominion Is Increasing Its Dividend Scale

Dominion Life of Canada has introduced a new dividend scale representing a substantial increase over the one previously in effect. There are a few cases, especially under investment plans, where the dividends are somewhat lower. The dividend accumulation rate of interest remains at 3½%. Dividends payable in the United States and based on \$1,000 insurance are:

Age	Ann. Prem.	Preferred Life	Dividends End of Year	Total
10	\$12.54	\$3.58	\$2.73	\$3.39
15	13.92	3.77	3.94	4.15
20	15.52	3.84	4.05	4.20
25	17.48	3.94	4.20	4.50
30	19.99	4.01	4.32	4.68
35	23.32	4.17	4.55	4.97
40	27.78	4.57	5.01	5.48
45	33.70	5.08	5.60	6.12
50	41.56	5.80	6.39	6.96
55	52.03	6.05	6.71	7.32
60	66.46	6.31	7.02	7.66

Age	Ann. Prem.	20 Payment Life	Dividends End of Year	Total
10	22.32	4.42	4.73	5.11
15	24.39	5.00	5.36	5.79
20	26.59	5.45	5.86	6.34
25	29.02	5.69	6.15	6.71
30	31.87	5.82	6.36	6.99
35	35.36	5.96	6.57	7.26
40	39.70	6.07	6.74	7.51
45	45.12	6.40	7.14	7.97
50	52.05	6.84	7.64	8.51
55	61.19	7.13	7.96	8.89
60	73.87	7.28	8.15	9.08

Age	Ann. Prem.	20 Year Endowment	Dividends End of Year	Total
10	47.22	2.66	3.70	4.95
15	47.53	3.14	4.16	5.42
20	47.77	3.58	4.62	5.87
25	47.99	3.93	4.97	6.24
30	48.36	4.19	5.23	6.47
35	49.20	4.44	5.47	6.72
40	50.81	4.71	5.75	6.97
45	53.55	5.26	6.28	7.49
50	57.93	5.93	6.93	8.12
55	64.94	6.54	7.52	8.67
60	75.93	6.95	7.90	9.00

### Says Education Becoming Big Factor in Selling

The life insurance salesman under 40 who does not have a C.L.U. degree from now on will spend more time explaining why he does not than it would take him to pass the course, R. H. Wherry of the Department of Economics & Business Administration of West Virginia university told the West Virginia Association of Life Underwriters sales congress last week.

Mr. Wherry, speaking on the need of education, said that new men coming in and returning veterans have been

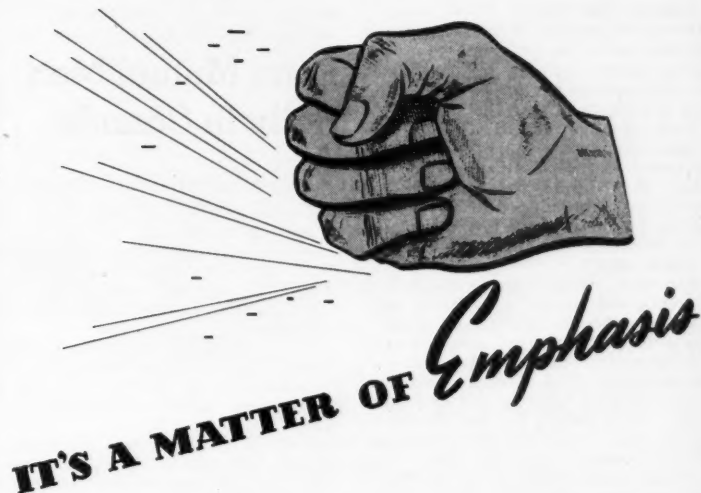
told to regard their jobs as a profession and a more serious attitude is entering the business that will do away with the "personality boys."

He pointed out that timing is important in preparing for a life insurance career and said that the Purdue course and the C.L.U. examination are becoming an increasingly important part of the business. Within the next 10 years a C.L.U. degree will make a profession out of life insurance selling, he said, and criticism of its questions or qualification

rules should be thought out before used too freely.

Mr. Wherry declared that the war has weeded out salesmen until now only the cream is left and the attitude of companies to stress quality in training will make salesmen in the future leaders of their communities.

Beneficial Standard Life has opened offices in the Finch building, Aberdeen, Wash., with L. W. Dunn, formerly of Vancouver, in charge.



Insurance companies vary in the emphasis they place on various aspects of their operations. Today most of them are concerned with building up their field forces and welcome the increasing availability of manpower because it enables them to do this. We too are adding field men but we're particularly pleased when we can add men to the staff whose job it is to help the agent. Here at Central Life we like to emphasize to all departments that next to providing security for policyholders, our most important job is to help the man in the field. As time goes on, we hope to do an increasingly effective job because we know...

LIFE INSURANCE BEGINS WITH THE AGENT!



**Central Life** ASSURANCE SOCIETY  
(MUTUAL) of Iowa

**We have something good to sell—and will pay well to get the job done! You?**

Attractive General Agency Territory open to experienced men in Missouri, Arkansas, Iowa, Kentucky and Mississippi.

For further information write to J. DeWitt Mills, Superintendent of Agents

**MUTUAL SAVINGS**

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY  
*Life Insurance Company*

812 Olive Street

Allen May, President

St. Louis 1, Mo.

## FRATERNALS

### Presumption of Death Rule in Modern Woodmen Altered

One of the important steps taken at the recent head camp convention of Modern Woodmen in Chicago was repeal of the by-law which provided that a member who had disappeared would not be presumed to be dead until the end of his life expectancy. As changed, the by-laws now permit operation of the common law rule of seven years.

Modern Woodmen in years past won a decisive court decision upholding the life expectancy formula in such cases, with final opinion by the U. S. Supreme Court in 1925 sustaining the society.

Another change made at Chicago was to make certificates incontestable after two years except for nonpayment of premiums. Age limits for admission of members were broadened to 16 to 60 at "nearest birthday," which gives a six-month extension on the minimum and maximum ages.

State and district managers held a conference during the convention, with talks and panel discussions on matters relating to acquisition of new business. At a banquet Arthur H. Brayton, secretary-manager, Des Moines convention bureau, spoke on "Selling in a Post-War World." His father, the late Frank C. Brayton, was Modern Woodmen's national secretary in 1889 and 1890.

Among those present were 90 district managers who won free trips to the meeting by their production in the first four months of 1946. Eight group dinners also were held, and caucuses of the various state delegations, at which chairmen were selected.

### Study of Sales Indicates Growth in Juvenile

Lutheran Brotherhood has analyzed its business for the first four months this year by age groups and states. The results show an increasing growth of business secured in the lower age groups.

From ages birth to 16 the society issued 2,831 certificates in the period for a total of \$2,244,108; ages 16 and over, 3,126 certificates for a total of \$7,430,244. There were 313 juvenile risks continued for a total of \$313,000 insurance.

The society points out that old line legal reserve life companies have reported a new record in children's insurance sold in 1945, with the volume 35% greater than in the previous year, and that the juvenile represented 10% of these companies' total life sales for the year. It is interesting to note that Lutheran Brotherhood's juvenile total in the first third of 1946 represented 23% of its total new business.

The average juvenile policy for the society in the period between ages birth and 16 was \$792, and ages 16 and over

it was \$2,377. The average policy for all ages was \$1,622.

### Unity L. & A. July Drive

SYRACUSE—Unity Life & Accident will run its annual "Lee-Syd" campaign during July in honor of the birthday of President E. R. Deming. Heading "army" and "navy" teams are "General" Lee J. Bayley, secretary, and "Admiral" Sydney N. Randall, field manager. Credit will be based on gross premiums with cash awards to each producer proportionate to his paid premiums, but those on the winning team will receive 50% higher awards than for an equal production on the losing team.

### Penn Mutual Men Rally in Canada

(CONTINUED FROM PAGE 1)

field men should back up every effort to keep it in force.

George E. Speakman, Philadelphia, spoke of the advantages in making use of direct mail of three kinds—reply-seeking, interview-seeking, and prestige-building.

Eugene N. Bivens, Oakland, demonstrated selling over the telephone by giving examples of exactly what he says in making different approaches and sales.

Glenn D. Commons, Chicago, described how the life insurance business looked to the veteran during the war.

Eric Johnson spoke on the "Victory Yet to Be Won."

On the fourth day the men were split into three groups to attend seminars. The one on business life insurance was presided over by George W. Stewart, Pittsburgh, with three leaders—Ralph E. Hasemeier, New York; Albert A. Simpler, and Thomas M. Scott, Philadelphia.

The seminar on salary allotment insurance had Arthur W. Swain, New York, as chairman, assisted by Eph Baker, Harrisburg; Walker Laramore, Florida, and Sidney E. Coleman, Philadelphia.

The seminar on employees' trusts was led by William J. Probst, assistant to the vice-president. The three speakers were Sanford M. Bernbaum, Seattle; Warner F. Haldeman, associate counsel, and Charles E. Rickards, associate actuary.

### NLRB Home Beneficial Order

WASHINGTON—NLRB has ordered Home Beneficial Life to cease and desist from discouraging membership in the American Federation of Industrial Ordinary Life Insurance Agents' Union (eight locals), or any other labor organization of its employees, by discriminatingly discharging them or refusing to re-instate them, or discriminating in any manner against them.

The board also ordered the company to offer to employees named reinstatement

in their old jobs, or equivalent ones, without prejudice to seniority rights; also to "make whole" those employees for loss of pay.

The list of employees for reinstatement numbers scores, at Washington, Norfolk,

Petersburg, Portsmouth, Lynchburg, Staunton, Knoxville and Baltimore.

The board, however, orders dismissal of the union complaint with respect to a number of other charges brought against the company.

## C.L.U. Institute Wins High Praise

(CONTINUED FROM PAGE 1)

five minutes before each session, always ending with the "Beer Barrel Polka." As the piece ended everyone was supposed to be in his place. The penalty was a 25 cent fine for students and a \$1 fine for an instructor. Only one dollar fine was collected.

That was when C. Preston (Pep) Dawson, general agent of New England Mutual in New York City, drove over before class to see the giant Constellation transport which had made an emergency belly landing at Willimantic airport on its way to Europe and had not yet been flown away. He took a wrong turn on his way back. There were enough other fines, however, to bring the total to some \$41. It was voted to spend this on a scrapbook of photographs for each member as a memento of the course.

Besides the cocktail party, special features of the institute included the showing of a movie one evening, and on Wednesday evening preceding the course's end there was a banquet at the Willimantic country club at which the speaker was A. R. Jaqua, director of school of life insurance marketing at Purdue University. There was also a very effective comedy skit by Gerald Y. Murphy, manager Metropolitan Life in Fall River, Mass.

### Huebner Final Lecturer

The course concluded with a talk by Dr. S. S. Huebner, patron saint of the C.L.U. movement, who is president of the American College of Life Underwriters and professor of insurance at the University of Pennsylvania. His talk on current trends and probable future developments is reported elsewhere in this issue.

The faculty included Dean Ackerman, Irvin Bendiner, New York Life, Philadelphia; James Elton Bragg, manager Guardian Life, New York City; Mr. Dawson, Alfred N. Guertin, actuary American Life Convention; Meyer M. Goldstein, general agent of Connecticut Mutual in New York City and president of the Pension Planning Company; R. A. Hohaus, actuary Metropolitan Life; Dr. Huebner, Robert J. Lawthers, manager of New England Mutual's benefits and insurance trust department; Denis B. Maduro, New York City insurance lawyer; David McCahan, dean of the American College and professor of insurance at University of Pennsylvania; Professor McMillan; C. H. Orr, general agent in Philadelphia of National Life of Vermont; M. A. Shattuck, prominent Boston lawyer; W. N. Watson, president of the Estate Planning Corporation of New York; and Charles J. Zimmerman, director of institutional relations, L.I.A.M.A.

In addition to those already mentioned the class included the following:

### Others Who Attended

R. E. Ardiffe, Metropolitan, Danvers, Mass.; J. Hicks Baldwin, Northwestern Mutual, Washington; H. J. Bigelow, Mutual Benefit Life, Syracuse; Charles W. Cammack, Jr., general agent John Hancock, Charleston, W. Va.; W. Roy Carrick, general agent Aetna Life, Worcester, Mass.; A. B. Carroll, Jr., general agent Security Life & Trust, Wilson, N. C.; Margaret E. Coleman, Equitable of Iowa, Wichita; W. Frank Cooper, Southwestern Life, Fort Worth; J. W. Daniels, associate general agent Columbian National, Boston; A. W. Eisen, National Life of Vermont, New York City; F. S. Fox, Travelers, Brooklyn; Manuel Glass, general agent United Life & Accident, Hartford; G. H. Gruendel, in-

dependent, Chicago; C. F. Hanson, Connecticut Mutual, Houston; Lafin C. Jones, assistant director of agencies Northwestern Mutual; L. E. Liss, manager life department S. George Levi & Co., Philadelphia; Corinne V. Loomis, associate general agent John Hancock, Boston; G. A. McWhirter, associate general agent National Life of Vermont, Atlanta; George Neitlich, manager Metropolitan, Roxbury, Mass.; D. S. Perry, regional group supervisor Travelers, Boston; W. S. Pratt, Northwestern Mutual, Hartford; W. Barry Rose, independent, Houston; Loren D. Stark, Connecticut Mutual, Houston; M. Roos Wallis, general agent Equitable of Iowa, Philadelphia.

## Institute Incidents

A milking contest limited to non-milkers at the C.L.U. Institute, Storrs, Conn., was won by George McWhirter, associate general agent National Life of Vermont, Atlanta. The university's agricultural school supplied the four cows, all tame. Mr. McWhirter extracted a pint from his cow. Low man was A. W. Elsen, National Life of Vermont, New York City, who dealt with his cow on a strictly arms-length basis.

There was a baseball game between the northerners and southerners. It ended 18-3 in the north's favor but the score is being subjected to investigation and analysis.

George Neitlich, Metropolitan Life manager at Roxbury, Mass., won the cup for guessing the average amount of life insurance carried by the class. He had already learned he was exactly the class average in age, number of years in the business, and number of years a C.L.U. He thought he might also be the average in amount of insurance carried. He was. It was \$62,000.

Howard Cammack, general agent John Hancock Mutual, Charleston, W. Va., chairman of the C.L.U. committee on institutes, was planning to take notes on the course but a couple of days before it started an amateur photographer's flash bulb exploded in his face. He didn't realize it immediately but a fragment cut a small groove in the cornea of one eye. He wasn't able to use his eyes for note-taking until near the end of the course. His wife and son, David, who is a midshipman at Annapolis, arrived the day before the institute ended to join him for a vacation trip.

Fred Floyd, Jr., son of the C.L.U. executive secretary, was on hand for the last four days of the institute. He made such a hit that he was elected class mascot.

The pot into which tardy students paid their fines was no figure of speech. This functional piece of crockery was a silent reminder of the penalty of tardiness.

During their spare moments the students had a chance to witness some high-powered bow-and-arrow shooting. A tournament was going on during the latter part of the institute and targets

Openings for Agents in Several Good States. Complete portfolio popular policies:

Life  
Health and Accident  
Hospital Expense

Generous commissions and bonus

...

The Standard LIFE  
Association  
Lawrence, Kansas  
Founded 1890



One of America's  
Leading Fraternal  
Life Insurance  
Societies

AID ASSOCIATION for LUTHERANS  
APPLETON, WISCONSIN



on the campus were as numerous as beach umbrellas at Atlantic City.

By a curious coincidence every C.L.U. class from 1928 through 1945 was represented by at least one member.

In appreciation of Howard Cammack's work as chairman of the C.L.U. committee on institutes the class presented him a plaque with the following sentiment engraved on it: "In grateful recognition of the intelligent planning and unselfish service in the formation and success of the first Chartered Life Underwriter Institute." Manuel Glass, general agent United Life & Accident, Hartford, was responsible for the wording.

## State Assn. Hears Burns Back Split of Vt. Department

Commissioner Burns of Vermont at the annual meeting of the Vermont State Life Underwriters Assn. announced if, prior to the meeting of the legislature next January, a proper bill is prepared to set up separate departments for banking and insurance, he would support such a bill.

For several years there has been a movement on foot among Vermont life, fire and casualty interests and among bankers for separate departments, but at the last session of the legislature a bill which was to provide this was killed upon third reading. The bill was brought in late in the session and was not sufficiently well drawn to deserve enactment, as Mr. Burns explained. The statement he made before 125 persons at the Barre Country Club was the first time he has gone on record as behind the separation movement. Mr. Burns, who now is also commissioner of banking, said that growth of both insurance and banking was such as to make desirable the proposed separation.

Raymond A. Briggs, manager for Connecticut General at Burlington, was appointed chairman for the life committee to get favorable action on the proposed bill. Other committee members are Erwin Olmstead, chairman of the house committee on banking and insurance in the last session of the legislature, Mutual Life, Morrisville; Albert E. Jensen, general agent for Penn Mutual at Burlington, and Fred S. Bryan, state agent for the National Life of Vt. in Montpelier.

### New Officers

New president of the Vermont Assn. is Charles A. Abair, general agent for Massachusetts Mutual at Barre.

Vice-president is Ted Thomas, Penn Mutual, Bennington, and secretary-treasurer is Elmer L. Nicholson, Connecticut General, Montpelier.

James E. Rutherford, executive vice-president of the National assn. presented greetings and explained that since he had made two previous appearances before the Vermont assn. he would give up his time largely to the other speakers.

Joseph B. Maclean, vice-president and actuary of the Mutual Life of New York, left his audience the impression that the Guertin laws would have no disturbing effects on the overall picture.

Ward Phelps, director of training of Mutual Life of New York, said, "The present boom in life insurance sales may not continue, but we can be sure that salesmen who have a sound basis of training will continue to find buyers." He gave his audience many ideas for super-charging their activities as competent life insurance representatives.

Irvin Bendiner, New York Life, Philadelphia, said that the life agent who is fully informed about his business and who has ideas and initiative can be sure of prospects because through his enthusiasm and well established information, he will have things to say and will be compelled by natural forces to find people to say them to. Mr. Bendiner said the horizon of life insurance has been broadened and the opportunities for further distribution has been broadened too.

President Elbert S. Brigham and Vice-president L. Douglas Meredith of the National Life of Vt. were guests of honor at the luncheon.

At the business session, Olney W. Hill, regional insurance officer of the V.A., spoke on N.S.L.I. He dwelt on reinstatement, explaining that a veteran who had allowed his insurance to lapse could reinstate by the payment of one back premium and one new premium and he thanked the life insurance men for their cooperation with the government.

## Barmore, Dr. Jenney Retire; Keare Up

Dr. F. L. B. Jenney, medical director of Federal Life, and George Barmore, vice-president and superintendent of agents, have retired.



Spencer R. Keare

Dr. Jenney has been medical director since Federal started in 1900, and has a continuous service record of more than 46 years. Mr. Barmore has been with the company nearly 26 years.

The retirement of these two officials is in conformity with the retirement plan adopted by the company as of July 1, 1944.

A farewell dinner party was held for them, attended by all the officers, including wives and husbands, and a number of home office employees who had been in the service for 2 years or more.

An outstanding event was distribution of solid gold 21-jewel engraved wrist watches to all employees and officers who had been with the company 25 years or more. There were 18 with service records from 25 to over 46 years.

Spencer R. Keare, executive vice-president and assistant superintendent of agents has been elected executive vice-president and superintendent of agents, and will have charge of the company's agency organization.

Dr. C. L. Reeder, assistant medical director, was advanced to medical director.

### Ohio National May Build

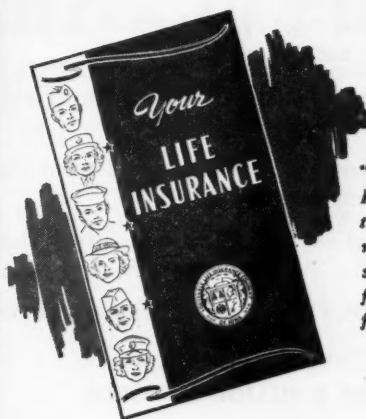
Ohio National Life has obtained an option on a piece of property with the idea of putting up there a new home office that would be double the size of its present structure. The property is Gray Manor, a family hotel at

McMillan street and Highland avenue. The plans are contingent on approval of a zoning change.

### Speed Up N. Y. Life Housing

Construction by New York Life of a 3,200 unit garden type apartment housing development at Fresh Meadows, Queens, will be accelerated by six

months. Co-operation from public officials has speeded up the program, so that the first 600 will be ready for occupancy about April 15, 1947. Half of these units will be available to veterans and half to United Nations. This will give to the N. N. 10% of the total apartments. New York Life has set aside these units for the United Nations on official request.



"The new booklet, *YOUR LIFE INSURANCE*, is just what returning servicemen want and need. Please send me a supply so that I may give copies to friends now being separated from the services."

And so, in substance,

have read numerous letters from our men returning from the armed forces, following their receipt of the Company's new booklet on National Service life insurance.

Information and advice, if sufficient and impartial, is always appreciated. That is why the life underwriter leaving the services, and his friends, regard *Your Life Insurance* so highly. This booklet concerns itself with only one subject: the returning serviceman's life insurance problems. It clearly outlines the benefits of National Service life insurance and urges the serviceman to retain and convert to a permanent plan his government policy, and it tells him how to do that with a minimum of effort.

## EQUITABLE LIFE OF IOWA

Founded 1867

Home Office

Des Moines



"Won't My Daddy come home any more?"

"No, Judy, dear. Your Daddy can't come home, but he planned so that you and Mommy would always have a good home. That money which comes from THE MACCABEES every month and the money for all of your birthday parties really comes from your Daddy."

If you are interested in a plan that will assure your family of a Home and a living income, address your inquiries to—

*The* **MACCABEES**  
5057 WOODWARD AVENUE • DETROIT 2, MICHIGAN

## TO THE CAREER UNDERWRITER

### THE PAN-AMERICAN LIFE OFFERS:

- A complete line of Policies on Participating and Non-Participating Plans.
- One of the most liberal Agency Contracts in America—Commissions plus cash allowances.
- A Recruiting Plan and Special Training for New Field-men.
- A New System, relieving General Agents from detailed Agency Accounting.
- Attractive and Effective Sales Aids and Policy Illustrations.
- Prospects for Insurance furnished through a Proven System.

OVER A QUARTER OF A BILLION IN FORCE

For Information Address:  
Charles J. Mesman, Superintendent of Agencies

## PAN-AMERICAN LIFE INSURANCE COMPANY NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

Edward G. Simmons  
Executive Vice-President

Kenneth D. Hamer  
Vice-President and Agency Director

NEVER IN HISTORY  
has it been so necessary  
to take care of tomorrow  
with the resources of  
to-day. Life Insurance  
meets the challenge of  
the unknown tomorrow  
by the insight, prudence  
and resources of to-day.

**SUN LIFE**  
ESTABLISHED 1865  
**OF CANADA**

HEAD OFFICE  
MONTREAL

### Give Tips on Telephone And Direct Mail Technique

(CONTINUED FROM PAGE 9)

and make use of all three kinds, George E. Speakman, Penn Mutual home office agency, told the victory conference. The first kind is reply-seeking direct mail, he said. The second is interview-seeking and the third kind is prestige-building direct mail.

Reply-seeking direct mail is really prospecting mail. In using this, the agent does not have to concern himself about the cost of such procedure, because he will find it will more than pay for itself. It must be approached from the angle of how many replies the agent can absorb in his work time each day, how many new people can be seen in addition to those who normally would be called on, Mr. Speakman said. A good average to remember is if you can use two replies every day or 10 a week, 100 letters should be sent every week, but the agent must give the plan a chance to allow the law of averages to operate.

Reply-seeking prospects are gotten by geographical location, for instance where there are new developments with young families, which can be gained from a street address, telephone book, voters' list or a club list.

#### Interview-Seeking Mail

Interview-seeking direct mail should be used because these letters are softeners and let prospects know what the agent is coming to see him about and because they put warmth into the call, Mr. Speakman said. The agent puts himself on the spot, however, and has to make the call.

Prospects for this type of mail can be gained from observation of the community. If the agent keeps his eyes open, he can see a thousand things in his community which every day suggests the need for life insurance. His wife can glean prospects from neighborhood stores, bridge clubs and friends. His children visit playgrounds or go to boy or girl scout meetings and attend school. Dinner conversations at home will often uncover names or events which point the need for educational insurance or mortgage coverage.

#### Prestige Building Direct Mail

Prestige building direct mail is really advertising, Mr. Speakman said. The main purpose of this is to keep the agent and the fundamental reason for the purchase of life insurance before the eyes of his prospects. The agent should take a list of policyholders and selected prospects and send them a letter each month of the year with full information about himself and with material that will condition the mind to the fundamental need for the purchase of life insurance or annuity. It is necessary to keep weeding out those who do not continue to qualify in this carefully selected group, Mr. Speakman said.

### Major Equitable Society Moves in Mountain States

The manager of the tri-state area, H. H. Harrop, Salt Lake City, has retired and Equitable Society has redistricted the area into three agency territories. The tri-state area, which included Montana and Utah and portions of Idaho, Oregon, Nevada and Wyoming, now is under Clarence L. Madsen, Ogden, who has set up headquarters at Salt Lake City for Utah and Nevada; F. J. Buck, Boise, who heads a newly-formed agency for Idaho and eastern Oregon; and W. C. Moore, agency manager for Montana.

Mr. Harrop, who continues as associate manager, went with Equitable Society in 1915. In 1921 he was named tri-state manager and during the following decade built the area's business to outstanding proportions, hitting the \$12 million mark in 1929.

## ACTUARIES

### CALIFORNIA

Barrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
CONSULTING ACTUARIES  
660 Market Street 437 S. Hill Street  
SAN FRANCISCO LOS ANGELES

### ILLINOIS

**HARLEY N. BRUCE & ASSOCIATES**  
Consulting Actuaries  
160 N. La Salle St. Chicago 1, Ill.  
CENTRAL 3465  
James O. Challenger, Chief Associate  
Fellow Actuarial Society of America  
Fellow American Institute of Actuaries

**DONALD F. CAMPBELL**  
and  
**DONALD F. CAMPBELL, JR.**  
Consulting Actuaries and Public Accountants  
85 Years of Service  
160 North La Salle Street, Chicago, Illinois  
Tel. State 1336

**WALTER C. GREEN**  
Consulting Actuary  
211 W. Wacker Drive  
Chicago  
Franklin 2633

**HARRY S. TRESSEL**  
Certified Public Accountant and  
Actuary  
10 S. La Salle St., Chicago 3, Ill.  
Associates  
M. Wolfman, F. A. I. A. Franklin 4090  
N. A. Moscovitch, A. A. I. A.  
W. H. Gillette, C. P. A.  
W. P. Kelly

### INDIANA

**Haight, Davis & Haight, Inc.**  
Consulting Actuaries  
FRANK J. HAIGHT, President  
Indianapolis — Omaha

**HARRY C. MARVIN**  
Consulting Actuary  
221 E. Ohio Street  
INDIANAPOLIS, INDIANA

### NEW YORK

Established in 1865 by David Parkes Fackler  
**FACKLER & COMPANY**  
Consulting Actuaries  
8 West 40th Street New York

Consulting Actuaries  
Auditors and Accountants  
**Wolfe, Corcoran and Linder**  
116 John Street, New York, N. Y.

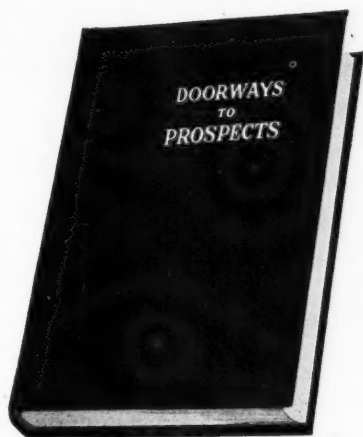
### PENNSYLVANIA

**FRANK M. SPEAKMAN**  
CONSULTING ACTUARY  
Associate  
E. P. Higgins  
THE BOURSE PHILADELPHIA



5, 1946

Just off the press!— New! Unique! Different!



## "Doorways to Prospects"

An Important NEW "Business-BUILDER"!

By Maxwell S. Cagan, New York Life, Los Angeles

**Prospecting**—selecting people to whom YOU can sell life insurance, is generally considered the most important single factor in pre-determining your degree of success as a life underwriter. Almost any salesman can increase his business by improving his prospecting methods or activity. It is an accepted fact that, assuming a group of salesmen of equal ability, the one who excels in prospecting will be the most successful. *Thus prospecting is really The KEY to Your Income!*

36 Practical, Tested Ways of Building and Maintaining a Perpetual Group of Good Prospects

### Some Chapter Titles!

Accent on Occupation  
Building for the Future  
Client Cooperation Pays  
Delivery Time is Harvest Time  
The "Four Circle" Method  
The "Idea to Prospect" Plan  
Meet "Brother Joe"  
The Neighborhood Prospector  
Newspaper Pete  
"Nosey Parker" in Action  
On the Hunt for Prospects  
"Program-Building" Approach  
Prospecting by Appointment  
The "Spiral" Method  
The Telephone Approach  
The "Tab on Time" Plan

And Many Others!

### He Practices What He Preaches!

Mr. Cagan is a "topclubber" with the New York Life. He started out a total stranger in Los Angeles about six years ago. He has averaged better than \$40,000 a month for the past 3 years. In 1945 he paid for 186 applications for a total of \$500,114.00.

His record is typical of that of the men who have contributed to "Doorways to Prospects". All of their plans are being applied successfully every day. Order your copy NOW!

It will give you a real "lift"!

### A 'Gold Mine' of Successful Practical Prospecting Plans

Here at long last, is a storehouse of practical prospecting plans, contributed by many successful underwriters of assorted types and personalities, each of which has proven its value over and over again. Each plan has been "field-tested" and is regularly bringing excellent returns to its contributor.

### New Ideas Galore

In "Doorways to Prospects", Mr. Cagan has collected the actual methods used by a representative group of steady producers — (not unusual outstanding stars) but worthy men of the type that make up the backbone of the business. *Each tells just how he does it—in his own language.*

With Mr. Cagan's new book, you have at your command practically all of the ways and means of finding prospects—told in an intimate easy-to-follow style. Brief character sketches of the contributors will assist in selecting plans for any individual. No one should try all the suggestions, but every field man—newcomer or experienced—will find many which he may adopt with real benefit.

### To General Agents and Managers

Select any plan that fits the underwriter's personality — work it to give it a fair chance — and you'll have the answer to the basic problem of many thousands of field men! "Doorways to Prospects" will sell a lot of life insurance.

### You May Order "On Approval" — Mail This Coupon NOW!

Send on "ten day approval"

....cop.... "Doorways to Prospects" by M. S. Cagan

Prices	
One copy	\$2.00 ea.
6 copies	1.90 ea.
12 copies	1.80 ea.
25 copies	1.75 ea.
50 copies	1.70 ea.
100 copies	1.60 ea.

☐ Check attached    ☐ Charge Acct.    ☐ C.O.D.  
Name..... Title.....  
Company .....  
Address .....  
City..... (Zone....) State.....

To THE NATIONAL UNDERWRITER CO., 420 E. Fourth St., Cincinnati 2, O.



*"I should see him now...tell him to call in a few months"*

If you are a life insurance agent this headline tells a familiar story. The right time to buy life insurance is TODAY. But men will put it off.

Inevitably these situations raise questions: "How much persuasion is advisable? Is a strong urge for immediate action going to be understood as being in my client's interest as well as mine?"

No one can be sure of the answers to these questions in any individual instance. At the John Hancock, however, we have had some indications of the general attitude on these matters.

✓ A short time ago, we had an outside organization interview buyers and prospective buyers on the subject of life insurance. Almost invariably the comment of those interviewed was that the life insurance agent is performing a fine service and that his advice is sound and helpful. Criticism on the

basis of persistence was rare.

This is one of the reasons why we believe the future of the life insurance business looks better than ever, why we think it's a fine business to be in. It is also evidence that time and thought spent in helping our agents in every way possible, is time well spent.

*Eighty-three  
years of growth.*

*Insurance in force  
December 31, 1945  
\$7,256,618,763*

*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

GUY W. COX  
Chairman of the Board

PAUL F. CLARK  
President